

Editor & Publisher

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He just can't reach everyone.

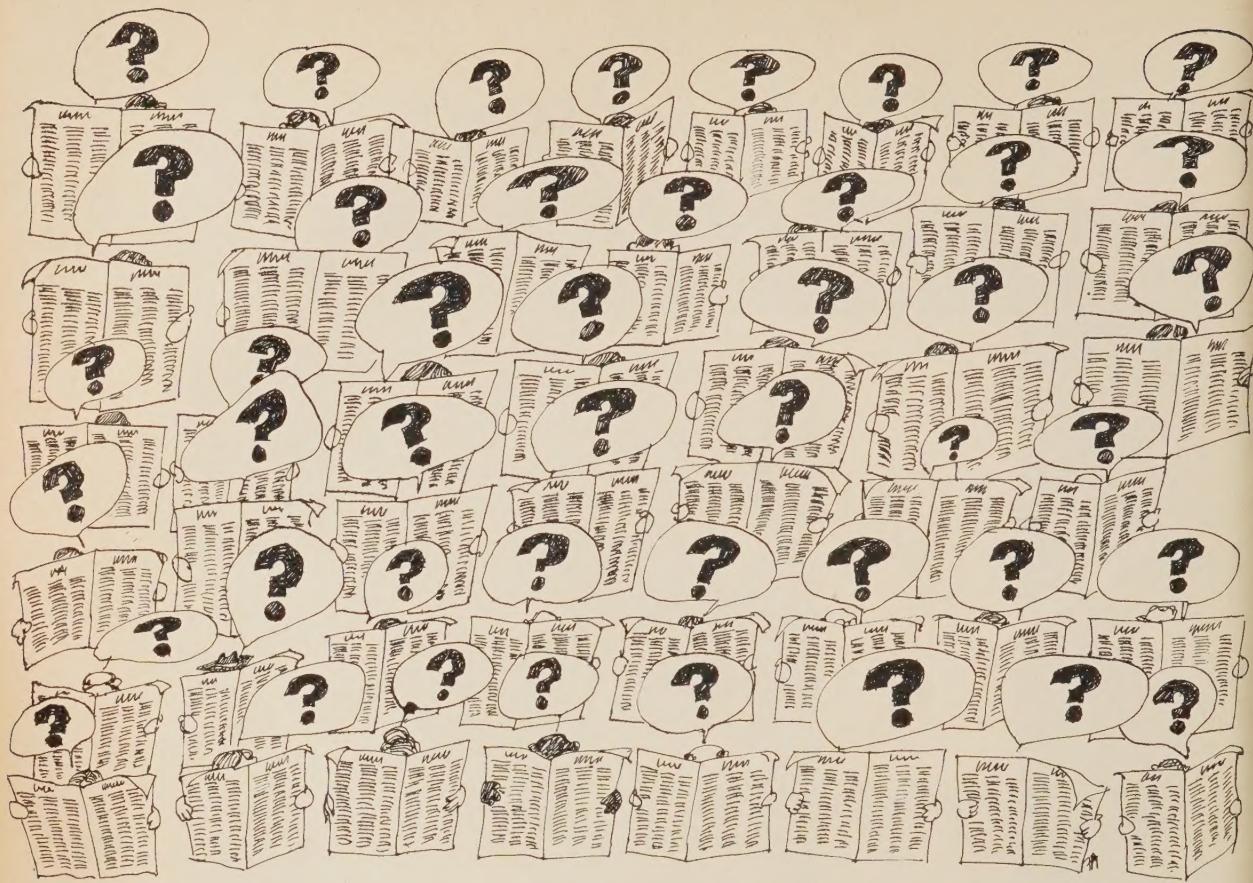
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That's why the Chicago Tribune launched the Christmas Family Fund. All through the holiday season we asked Chicagoans to help those who need help. And they responded. Tens of thousands of dollars poured in. Chicago radio stations joined in the appeal.

We turned the contributions over to the Neediest Children's Christmas Fund, operated by the Cook County Department of Public Aid.

Still, joy didn't reach everyone on Christmas. And, until it does, we'll continue helping.

Chicago Tribune



ASK A MAN WHO KNOWS

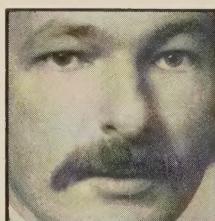
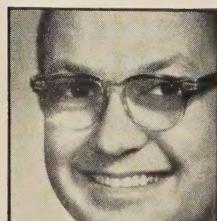
When your readers have questions, they look for authoritative answers. Help them out with three popular Copley News Service columns written by men who know:

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Pet problems? Ask Dr. Stan Jackson, veterinarian and journalist, whose informative and readable weekly column answers the pet owners' questions and helps them keep their pets happy and healthy.

Senior Citizen question? Ask John T. Watts, a senior citizen himself and a veteran journalist, whose "Senior Citizen Forum" weekly column answers the readers' personal problems and invites the senior citizen to blow off steam.

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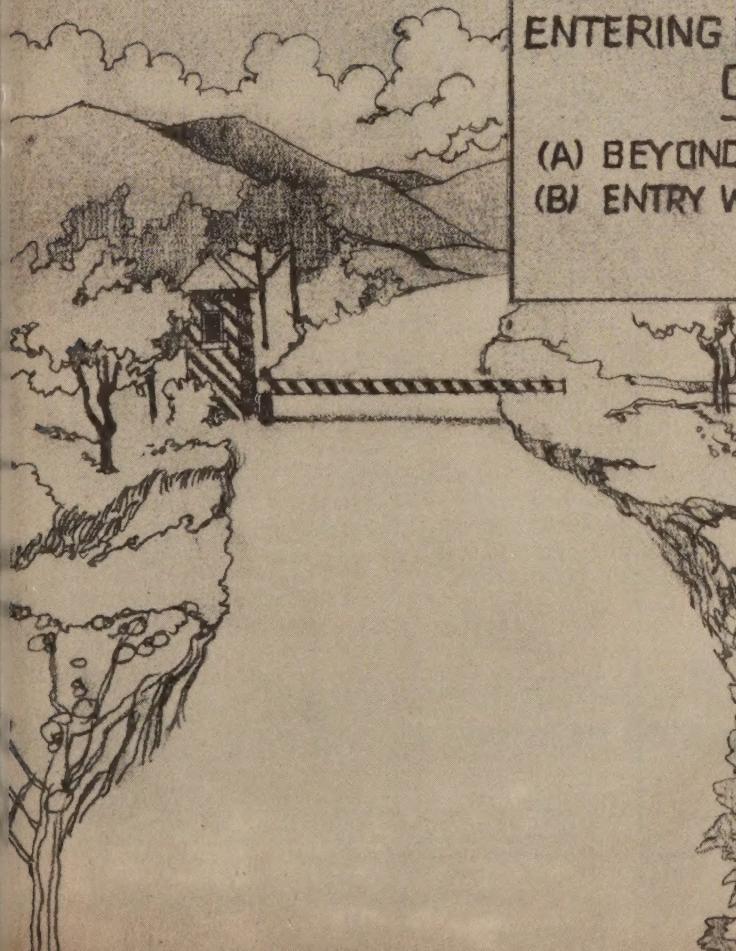
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(A) BEYOND THIS POINT IS A CLOSED AREA
(B) ENTRY WITHOUT A PERMIT IS FORBIDDEN

BY ORDER
COMMISSIONER OF POLICE.

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You'll find special editorial emphasis directed either to the entire newspaper community, or to meet the special needs of various segments of the newspaper field in Editor & Publisher during 1973.

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- **17th Annual COLOR ISSUE—**
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- **ANPA CONVENTION ISSUE—**
Published April 28
- **NEWSPAPER PROMOTION ISSUE—**
Published May 19
- **LINAGE ISSUE—**
Published May 26
- **ANPA/RI PRODUCTION PRE-CONFERENCE ISSUE—**
Published June 9
- **ANPA/RI PRODUCTION CONFERENCE ISSUE—**
Published June 16
- **SYNDICATE DIRECTORY—**
Published July 28
- **COLOR AWARDS ISSUE—**
Published September 29
- **FOOD EDITORS CONFERENCE ISSUE—**
Published September 29
- **INLAND DAILY PRESS ASSOCIATION ISSUE—**
Published October 13
- **SOUTHERN NEWSPAPER PUBLISHERS ASSN.—**
Published November 10

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EDITOR & PUBLISHER

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JANUARY

- 11-13—Arizona Newspapers Association, Hilton Inn, Tucson.
- 12-13—Arizona Press Association, Hotel Roanoke, Roanoke.
- 14-17—Northeast Classified Advertising Managers Association, Chateau Frontenac, Quebec.
- 18-20—New England Association of Circulation Managers, Marriott Motor Hotel, Newton, Mass.
- 18-20—Tennessee Press Association, Hotel Sheraton, Nashville.
- 18-21—New England Press Association, Sheraton-Boston, Boston.
- 19-20—New England Daily Newspaper Association, Marriott Motor Hotel, Newton, Mass.
- 20-23—Great Lakes Newspaper Mechanical conference, Sherman House, Chicago.
- 20-26—Suburban Newspapers of America, Hyatt Regency Hotel, Acapulco, Mexico.
- 21-24—International Newspaper Advertising Executives Association, Walt Disney World, Orlando, Fla.
- 21-Feb. 2—API Sports Editors seminar, Columbia University.
- 26-28—Texas Press Association, Marriott Hotel, Dallas.

FEBRUARY

- 4-16—API Newspaper Promotion and Public Relations seminar, Columbia University.
- 8-10—Alabama Press Association, Downtowner Motor Hotel, Montgomery, Ala.
- 8-10—Ohio Newspaper Association, Sheraton-Columbus, Columbus.
- 10-13—Inland Daily Press Association Winter meeting, Fairmont Roosevelt Hotel, New Orleans, La.
- 11-14—Southern Classified Advertising Managers, Atlanta Lodge, Cocoa Beach, Fla.
- 15-17—Pennsylvania Society of Newspaper Editors, Seminar on Press and Government, Sheraton Harrisburg, Inn, Harrisburg, Pa.
- 16-17—Texas Press Association Advertising conference, Cibola Inn, Arlington.
- 16-17—Oregon Newspaper Publishers Association, University of Oregon School of Journalism Press Conference, Eugene.
- 16-17—Women in Communication, Region 7, Downton Ramada Inn, Topeka, Kansas.
- 18-20—Texas Daily Newspaper Association, Fort Brown Hotel, Brownsville.
- 18-March 2—API Managing Editors and News Editors (for newspapers over 50,000 circulation), Columbia University.
- 22-24—South Carolina Press Association, Town House Motor Inn, Columbia.
- 22-24—Northwest Daily Press Association, Hyatt Lodge, Minneapolis.
- 24—Women in Communications, Region 5, Hotel Westward Ho, Phoenix, Ariz.
- 25-27—New York State Publishers Association, Thruway Hyatt House, Albany.

MARCH

- 2-4—Maryland, Delaware, D.C. Press Association convention, Sheraton-Lanham, Washington Beltway.
- 4-6—ANPA Newspaper in the Classroom Conference, Continental Plaza Hotel, Chicago.
- 4-16—API Management and Costs seminar (for newspapers over 75,000 circulation), Columbia University.
- 8-10—Mid-Atlantic Newspaper Mechanical conference, Hilton Hotel, Washington, D.C.
- 8-10—National Newspaper Association Government Affairs conference, Washington, D.C. Hilton.
- 15-17—North and East Texas Press Association, Arlington.
- 16-18—Advertising Executives Association of Ohio Daily Newspapers, Pick-Ft. Hayes Hotel, Columbus.
- 18-19—New York State Society of Newspaper Editors, Binghamton.
- 18-30—API Classified Advertising Managers seminar, Columbia University.
- 22-23—New Jersey Press Association News-Editorial Institute, Howard Johnson Motor Hotel, Atlantic City.
- 22-24—INPA Promotion/Research Seminar, Ramada Inn, Phoenix.
- 23-24—Hoosier State Press Association, Atkinson Hotel, Indianapolis.
- 25-27—Central States Circulation Managers Association, Marriott Motor Hotel, Chicago.
- 29-31—Tennessee Press Association Advertising conference, Hyatt Regency Hotel, Knoxville.
- 29-31—Pennsylvania Newspaper Publishers Association-Interstate Advertising Managers Association, Sheraton Harrisburg Inn, Harrisburg, Pa.

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We gave 'em seed money, and they grew us up a flourishing plant.

Buying other companies is one way for a business to expand—but “growing your own” has very special satisfactions.

That's why, when Everett Bryant and Jack Holt of Waynesboro, Virginia, came to us with an idea for their new business, we were glad to back them.

The idea? A remarkable new way to duplicate intricately-carved wood compo-

nents of furniture in flawless plastic reproductions. Looks just like the real thing—and much less expensive.

This product tied in beautifully with our interest in home furnishings—an interest stemming not only from our Green Stamps gift business, but also from the fact that our subsidiary companies include Bigelow Sanford Inc. (carpets), Lea Industries, American Drew, and Daystrom (residential furniture) and The Gunlocke

Company (office chairs and lounge furniture). So we invested the seed money to start Paragon Design, Inc.

In less than a year, it was flourishing in a 26,000 square-foot plant, with 50 employees.

Helping a new business get started is only one of the ways we like to encourage people. You'll be reading about some of the others in the months to come.

Sperry and Hutchinson 
The Encouragement Company



By Lenora Williamson

THE GREAT WHISKEY RAID of 1973 may eventually rank along side the Whiskey Rebellion of 1794 in our nation's history. The contemporary confrontation was chronicled by UPI's man in the press box of the Orange Bowl as the new year was hardly a day old. The raid followed an anonymous tip to police that strong drink was available in the press box. So, Sgt. Jimmy Cox and squad appeared to cart off four cases of this and two cases of that allegedly intended for journalists.

"This is the sneakiest trick ever pulled here," raged Ernie Seiler, executive director of the Orange Bowl. "I'll clean out that City Hall." Sgt. Cox is said to have commented: "I could not believe that good, civic-minded citizens would bring alcoholic beverages into the Orange Bowl. I hear this has been going on for 16 years. We are merely doing our job."

Citing the alleged availability of beer in the press box when the Miami Dolphins play, Seiler roared: "I'm going to have every Dolphin game raided. This is the worst deal I ever heard of."

* * *

"I'VE SEEN NO NEWSPAPER FEATURE STORIES about suggested resolutions for public figures, no cartoons about broken resolutions. In short, I get the impression that the New Year resolution and the talk about it, has gone the way of other features of American life once considered permanent . . ." Pondering this sorry state, Andrew Bernhard of the *Pittsburgh Post-Gazette* explained he stepped down the hall to call on cartoonist Cy Hungerford, wishing to know how long it had been since he had used the New Year resolution as a subject. "I can't remember," Cy replied. "It used to be a must. If you didn't have a cartoon about busting New Year resolutions, you'd get letters asking why not."

Catch-lines saw a few, including one by Bill Sanders of the *Milwaukee Journal*: a fellow explaining to his wife that he was going over his new year's resolutions "looking for loopholes."

* * *

COLUMNING IS A DANGEROUS GAME—A UPI story out of Fayetteville, N.C., begins: "Thad Mumaw of the *Fayetteville Observer* has run into some people who aren't very good sports about his high school sports column.

"The sports writer was attacked twice last week, evidently by persons upset with his column. Tuesday three persons attacked him as he returned home from covering a basketball game. Friday night, Mumaw's car was run off the road by two other vehicles." What did you write, Thad?

* * *

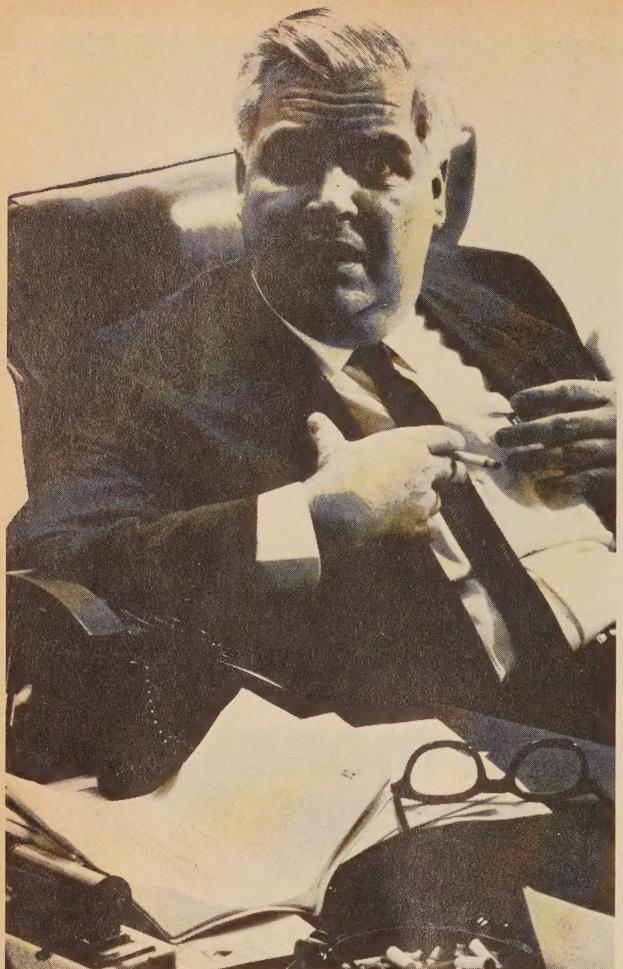
ONE SORDID ASPECT of the current flu epidemic is that it is falling into the hands of complete amateurs, observes Bill Vaughan, associate editor of the *Kansas City Star*. "There is a lot of bad timing going around. People have been known to have the flu on weekends or their days off . . . It is particularly inexcusable to have the flu when your boss has the flu. You not only miss those glorious bonus days when he is not at work but there is the danger that he will get back to the job before you do and assume a censorious attitude . . . The worst mistake in the world is to be the last person to get the bug, after everybody is tired of the subject . . ."

* * *

THE WIDE OPEN SPACES—In reporting the city commissioners' vote to change off-street parking requirements for apartment complexes, the *Las Cruces (N.M.) Sun-News* man may have been indulging in wishful thinking. Anyway, the sentence in print read: "The ordinance changes the parking requirements at such complexes from one-and-a-half spaces per unit to two acres per apartment unit."

* * *

NOW, HE DOES HAVE A PROBLEM—Early on in January, *Detroit News*' action line column "Contact 10" looks back at some of its more noteworthy inquiries. Explained one fellow: "My problem is that my wife and I were recently married." From one writer: ". . . we don't have the money financially." While another declared, ". . . I haven't had a well day since I was out of patience at Detroit General."



Yes... you're a candidate for Heart Attack

You can reduce your risk by

- Not smoking cigarettes,
- Eating foods low in animal fats and cholesterol,
- Reducing if overweight,
- Exercising regularly, moderately,
- Controlling high blood pressure,
- Seeing your doctor regularly,

and by supporting your Heart Association's programs of research, education and community service.

Help your Heart... Help your Heart Fund 

Contributed by the Publisher

YOU CAN GET 52 WEEKS OF
FOOD DOLLARS ANY YEAR
— ANYWHERE IN AMERICA —



BUT — SYRACUSE GIVES YOU OVER 55 1/4 WEEKS OF FOOD DOLLAR VOLUME IN 52 WEEKS!

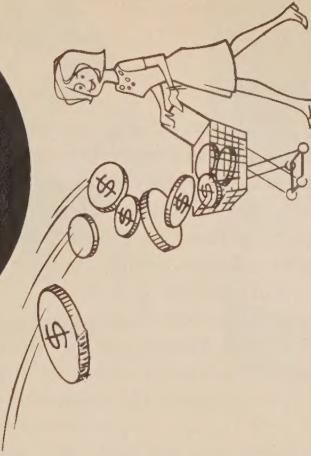
In the five counties in our Retail Trading Zone . . .

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RETAIL FOOD SALES IN 1971 TOTALLED \$336,676,000.00*

This amounts to \$20,175,434.00 above the national average!!! That's like a guarantee of a 6 1/4% bonus! . . . Want your share? Then promote in America's Best Test Market through the Syracuse Newspapers where your retail supermarket customers promote — 218,825 reader families with those 20 million extra dollars ready to move your products — no other media can even begin to offer this kind of exposure in Syracuse — the market with the vibrant vitality!

SYRACUSE—
AMERICA'S
BEST TEST
MARKET



**"Sales Management's Annual Survey of Buying Power, July '72"

THE SYRACUSE NEWSPAPERS

• Herald-Journal, Daily

• Post-Standard, Daily

• Herald-American—Post-Standard, Sunday

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Editor & Publisher

• THE FOURTH ESTATE

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Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit
Bureau of Circulations
Member, American
Business Press Inc.



6 Mo. average net paid June 30, 1972—25,088
Renewal rate—75.97%

The Oldest Publishers' and Advertisers'
Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

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'TELL US ABOUT THE VOICES THAT SPEAK TO YOU'

Herblock
Publishers Hall Syndicate



Dick Wallmeyer
Register and Tribune Syndicate



Bill Mauldin
Chicago Sun-Times



'While the guard's not looking, how about a quick free exchange of ideas?'

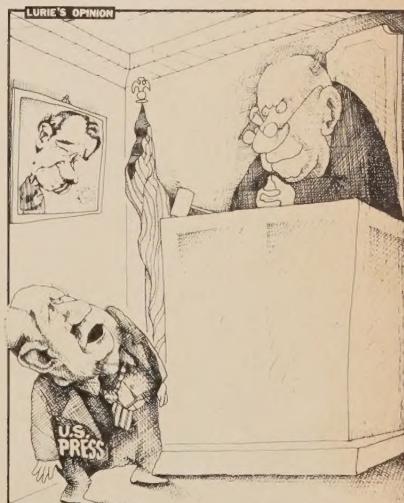
Auth
Chicago Tribune-New York News Syndicate

How editorial cartoonists view free press issues



"... so, if you want to keep your chicken licenses, better keep your chicken mouths shut!"

Oliphant
Denver Post, Los Angeles Times Syndicate



"ONLY MY NAME, NEWSPAPER AND ITS LAWYER'S PHONE NUMBER"
Ranan Lurie
United Feature Syndicate

The New York Times

readers have a median household income
36 per cent higher than readers of Sports Illustrated and
22 per cent higher than readers of The New Yorker.



California newspapers win light over trial gag order

A "gag" order issued by a California Superior Court judge prohibiting news media from publishing the names of nine prison inmate witnesses in a recent murder trial was repealed January 4 by the District Court of Appeal in San Bernardino.

The decision of the three-judge panel was made after oral arguments were heard on two writs of mandate filed by the Pomona Progress-Bulletin Publishing Co. (Donrey Media Group) for the *Progress-Bulletin* and the *Ontario Daily Report* and the Sun Publishing Co. (Gannett Group) for the *San Bernardino Sun-Telegram*.

On October 31, seven days after the trial began, the Superior Court Judge issued an order prohibiting the newspapers from printing the names of nine inmates in a prison murder case after it was argued by the deputy district attorney that in his opinion the nine prisoners could not testify if their names were published in the newspapers. The district attorney said the men fear for their lives.

The two men charged with murder were convicted of first degree murder in the stabbing death of another prisoner, mostly on the eyewitness testimony of the inmate witnesses.

A few days later the two publishing companies filed writs of mandate in the Court of Appeal, objecting to the order on grounds it violated the basic freedom of the press and the public's right to an open trial.

In the unanimous opinion issued Thursday afternoon the district court vacated the order, saying "the conclusion is escapable that a prior restraint on publication in the name of a fair trial should surely be employed against the communications media."

The judges gave the following reasons for their decision:

"(1) The historical background of the frequent fair trial-free press issue reflects that it arose in a relatively few 'sensational' jury cases which generated great public interest.

"On the other hand the vast majority of criminal actions (such as the one under review) excite little, if any public interest and receive minimum coverage. Ordinarily, it is only the most unusual criminal matter—the outrageous offense or one involving a prominent victim or an infamous defendant—that generates public attention.

"(2) Even in the infrequent notorious cases, a prior restraint on publication should be considered only upon presentation of strong proof that the publication ought to be restrained meets the clear

and present danger standard.

"In balancing the constitutional right to a fair trial against the rights of a free press, it should be emphasized that sufficient legal safeguards presently exist to assure the defendant of a fair trial—e.g., change of venue, voir dire examination and challenge of prospective jurors, jury sequestration, mistrial, new trial, appeal and habeas corpus.

"On the other hand, in only an insignificant number of cases does the publicity factor affect the prosecution's right to

due process. In those instances, the vast financial resources and manpower available to the government for investigating and litigating criminal actions, as well as for counteracting any unfavorable publicity, should likewise be kept firmly in mind before issuance of any order amounting to a direct prior restraint on publication."

With the decision, written for the court by Judge John Kerrigan, attorneys in similar cases may cite it as an authority. The opinion will be published in law reviews nationwide.

The publishers were joined in asking the court to set aside the order by the American Civil Liberties Union, representing Sigma Delta Chi, and the California Newspaper Publishers Association.

With the issuance of the order, the Pomona Progress-Bulletin published the names of the nine inmate witnesses in a story reporting the court's decision.

Absolute-qualified bill proposed by Pa. senator

By Luther A. Huston

A Republican Senator, Richard S. Schweiker of Pennsylvania, joined the ranks of Senate supporters of legislation to protect newsmen from forced disclosure of information obtained under a pledge of confidence and the source of such information when he introduced, on January 4, S. 36, a bill entitled "Protection of News Sources and News Information Act of 1973."

On the same day, Senator Alan Cranston, California Democrat, introduced on behalf of the American Newspaper Publisher's Association a "Free Flow of Information Act", which also would protect newsmen from disclosing in federal or state proceedings, the sources and contents of unpublished information obtained in confidence.

Sen. Schweiker's bill proposed a dual approach to a problem that has aroused increasing interest and support in Congress since the government began issuing subpoenas requiring reporters to testify and produce documents before grand juries and in the courts relating to information received from sources unwilling to be identified and sending newsmen to jail for refusing to break faith with news sources.

Sen. Schweiker, who is the brother-in-law of William E. Strasburg, president and publisher of *Today's Post* in King of Prussia, Pa. and a group of weeklies, proposed an absolute protection against compulsory disclosure of information and sources before "Federal investigatory bodies", including Federal grand juries, Federal agencies or departments, or Congress. He proposed a qualified protection for both news information and sources before Federal courts, adopting narrow

conditions developed by the Joint Media Committee under which newsmen's testimony could be required. His bill would limit use of those conditions to actual Federal court trials and appeals, "to prevent any investigatory and exploratory use of news men and women, news information, and sources of information by the government."

Schweiker said he had introduced an absolute privilege before Federal grand juries, Federal agencies and Congress because "the historic and basic freedom of the Press requires strict lines to insure that the news media are not used for 'fishing expeditions' by Federal bodies. We must never allow the reporter to be an agent of the government."

The qualified privilege in court cases would apply (A) when there is "probable cause to believe that the person from whom the information is sought has information which is clearly relevant to a specific probable violation of law," (B) when the information sought cannot be obtained by alternative means less injurious to the gathering and dissemination of information to the public, and (C) when there is a "compelling and overriding national interest in information."

Senator Sam J. Ervin, Jr., chairman of the Judiciary Subcommittee on Constitutional Rights, to which the ANPA bill and others have been referred, announced a series of six hearings, on Feb. 20, 21 and 22, and Feb. 27, 28 and March 1.

Over on the House side, Congressman Robert Kastenmeier, chairman of the Judiciary Subcommittee, announced that he intends to resume "at the earliest possible date hearings into legislation 'designed to protect newsmen's sources.'

Carter sells Fort Worth S-T to CapCities for \$70 million

On Saturday, January 6, after more than two months of negotiating, an agreement in principle was signed in the offices of the *Fort Worth Star-Telegram* to sell all operating assets of Carter Publications Inc. for \$115,000,000 in cash and secured notes.

Under the agreement, which is subject to approval of the Federal Communications Commission, Capital Cities Broadcasting Corp. will acquire the newspapers and WBAP AM-FM radio station for \$80 million. The television station, WBAP-TV, an NBC affiliate, is being sold to Lin Broadcasting for "a total consideration of \$35 million." All properties grossed between \$40 and \$50 million in 1972.

The announcement was made by Amon Carter Jr., president and publisher, and Bert N. Honea, chairman of the board of Carter Publications, and by Thomas S. Murphy, chairman of the board of Capital Cities, and Donald A. Pels, chairman and president of LIN Broadcasting.

Daniel B. Burke, president of Capital Cities told *EDITOR & PUBLISHER* that the approximate price for the *Star-Telegram* was \$70 million, which would make it the largest price on record ever paid for a single newspaper—cash or stock.

The notes are being secured, Burke said, by three New York banks—Chemical Bank, 1st National City and Marine Midland at the "prime rate."

The price includes, Burke noted, a central printing plant in Arlington, Texas, that prints the twice-a-week *Arlington Citizen-Journal* and three shopper papers distributed in Arlington and the Dallas suburbs. Carter Publications had an 80% interest in the plant. The newspaper price also includes, he said, a captive insurance company for Carter employees, mainly, and stock holdings in the Southland Paper Corp., manufacturers of newsprint.

Burke said CapCities entered into serious sale negotiations in November when the E. E. Hutton and Co., a stock brokerage firm, came to them with the offer. E. E. Hutton and Charles A. Dunbar, a Palm Beach, Fla. broker, represented Carter interests in the negotiation and sale.

After studying the offer, Burke said Vincent J. Manno and Associates, a media broker and consultant firm, and Howard Stark, a broadcast broker, were retained in early December to review CapCities' evaluation of the newspaper and broadcast properties. Burke said Vincent J. Manno consulted on the newspaper portion of the acquisition and Stark acted in the same capacity on the broadcast property.

"The *Star-Telegram* and WBAP AM-FM will continue to be operated by the present management," Carter said. "Both will have editorial independence and will continue to function for the best interests of our community and our employees."

Both Carter and Honea will continue in their present positions.

No changes in personnel are contem-

plated, Murphy said, adding that he is delighted that Jack Campbell and Jack Butler and all other executives have agreed to remain in their present positions. Campbell is general manager and Butler is editor.

All editorial decisions will be made by the Fort Worth management of the properties, which will continue to operate under the name of Carter Publications, Inc.

"In fact," he added, "we expect the *Star-Telegram* to continue to operate as independently as it always has."

"We are delighted to be associated with Capital Cities," Carter said. "It is a vital, growing organization. Although we had many opportunities to deal with other groups, we felt that under Capital Cities the newspaper and radio station would continue and extend the service we have always tried to give our community."

Because of limitations imposed by the Tax Reform Act of 1969 upon the period during which a private foundation can hold a significant portion of the stock of a business corporation, Amon G. Carter Foundation has been faced with the necessity of disposing its 25% interest in Carter Publications, Inc., within the next few years. Carter said his father's will stipulated that the foundation could not sell its interest except as part of a 100% sale.

Murphy said he believes this to be the largest sales price for communications properties in history, and pointed to the new Dallas-Fort Worth Regional Airport and the burgeoning development in Fort Worth and in the North Texas area as being important factors in Capital Cities' decision to acquire the properties.

Carter expressed regret that Carter Publications had to dispose of Channel 5, but recently enacted FCC regulations prohibit transfer of ownership of AM and TV properties in the same market to a single buyer.

The 240,000 circulation daily and Sunday S-T, which competes with Scripps-Howard's *Fort Worth Press*, is the third and largest daily newspaper belonging to Capital Cities. It acquired the *Oakland* (Mich.) *Press* in Pontiac on May, 1969 shortly after buying Fairchild Publications (*Women's Wear Daily*, et al.). It's last newspaper acquisition was last summer when it got the *Belleville* (Ill.) *News-Democrat*. The company also publishes *American Metals Market*, a daily trade paper.

At one point in the final negotiation stage on Friday (January 5), discussion were broken off temporarily when a note was received saying the *Star-Telegram* building would be blown up. The unidentified writer demanded that \$25,000 in cash be left in a box at a designated spot outside the building for pick-up. Meanwhile, everybody in the building was ordered to leave while a search was conducted to find the dynamite sticks. Nothing was recovered and the money, which

was left as ordered, was never picked up. And because the newsroom had to leave, the newspaper was scooped on the bomb scare by neighboring papers.

Florida U. prexy orders student paper off campus

By Mark Mehler

Following a year and-a-half of almost constant antagonism between University of Florida president Stephen O'Connell and the student newspaper, *The Alligator*, the publication has been ordered off campus and stripped of its student financing.

The issue came to a head last October when former editor Ron Sachs, in violation of state law and against the wishes of O'Connell, published abortion referral advertising. The 104 year-old law prohibiting the printing of abortion information was struck down by the Florida Supreme Court in February, but the issue remained unresolved on campus.

After an attempt by O'Connell to gain the right of prior restraint was defeated by the State Board of Regents in September, the president declared the newspaper fully independent as of Jan. 1, 1973. The newspaper is to vacate campus on August 31, and as of February 1, is no longer entitled to student activity fees totaling \$94,000.

According to editor Randy Bellows, the actions by the university are in "violation of freedom of the press" and represent an attempt by O'Connell to "bleed the Alligator and thereby establish his own paper on campus, over which he can have complete control."

Bob Lynch, director of Information Services, stated that a lack of coverage of campus and local news in addition to a preponderance of editorializing by the *Alligator* was the reason for the move. He also stressed that the new plan for independence was "sound and workable" and had an even "greater chance for survival than Florida State's Independent newspaper, which is making a go of it."

Lynch further added that the university has no plans at present for another publication.

This week members of the Student Center marched on the president's home with a resolution condemning his action as "completely arrogant." Said Bellows, "we are fighting this thing."

Farr released

Justice William O. Douglas ordered the temporary release (Thursday, January 11) of William Farr, the *Los Angeles Times* newsman who has been in jail since November 7 for refusing to divulge news sources, while he appealed lower court rulings.

Justice Douglas was the only member of the Supreme Court who said Farr's case should be heard when the justices rejected an earlier petition on November 13.

Booth to buy Parade or \$30 m in stock

Booth Newspapers, Inc. has reached an agreement in principle with Whitney Communications Corporation, whereby both will issue 902,128 shares of its common stock in exchange for Parade Publications, Inc., a subsidiary of Whitney Communications.

Booth currently has 4,000,000 common shares outstanding. The January 10 asking price for Booth's common share was 7/8. It is anticipated that the transaction will be announced for as a "pooling of interests."

The announcement was made by Gordon Craig, chairman of the board and president of Booth Newspapers, Inc., and alter N. Thayer, president of Whitney Communications Corporation, a privately-owned corporation. Mr. John Hay Whitney and Whitcom Investment Company, which Mr. Whitney is Senior Partner, are the principal stockholders of Whitney Communications.

Parade Publications publishes *Parade* magazine, a Sunday supplement carried in 101 newspapers. Parade also conducts printing operations in its Philadelphia facility and owns and operates Diversified Printing Corporation in Atglen, Pennsylvania.

Parade will be operated under existing management as a wholly-owned subsidiary.

The transaction is subject to approval by the Boards of Directors of both companies. Upon completion of the exchange of shares, it is expected that the Booth board of directors will be expanded from its current nine members to twelve members, and that Arthur H. Motley, chairman of the board of Parade, and Thayer and John G. Roche, partners of Whitcom Investment Company, will be elected to the Booth board of directors.

Booth Newspapers, Inc., reported 1971 net income totalling \$7,017,000 on operating revenues of \$65,019,000. The 1972 nine-month net income was reported at \$185,000 on operating revenues of \$52,900, representing increases of 13% and 15%, respectively, over 1971. Booth owns and operates eight evening and Sunday newspapers in Michigan—*Ann Arbor News*, *Bay City Times*, *Flint Journal*, *Grand Rapids Press*, *Jackson Citizen Patriot*, *Kalamazoo Gazette*, *Muskegon Chronicle* and *Saginaw News*—and TWO-TV, a VHF station in Terre Haute, Ind.

None of Booth's editions distribute Parade, and Warren Reynolds, publisher of Parade, said there are "no plans to go to any of the Booth papers." The *Detroit Free Press*, a Knight Newspaper, and a Booth market competitor, is distributing Parade.

A similar situation faced Whitney when he was publishing the *New York Herald Tribune*. During that time he kept *This Week* magazine in the newspaper even though his company owned Parade.

The sale came as a surprise and a shock to most of Parade's employees on Wednesday when it was made public. One top

management spokesman told E&P that he had an "inkling that a sale was brewing for some time" but he said he never thought it would be to Booth newspapers.

At a general meeting of all Parade employees, Daniel D. Kinley, president of Parade, informed them of the transaction. "There were many questions about Booth's operations," E&P was told.

At a separate meeting for 17 Parade employees who own shares of Parade stock, purchased through a stock option plan, the good news was told that the sale would mean about a 6 to 1 exchange of stock.

While not mentioned in the company's release, also included in the transaction was American Family, a direct marketing company that was started by Parade recently. A bulk of Parade's advertising is in the direct response area.

Marv Huston, vicepresident-finance for Booth, said it would recommend to Parade areas in which they think improvement was needed. Mentioned as one of them was more "aggressiveness" in exploiting the advertising area and less attention to publisher relations. Huston said Booth had no plans to start any new publications and he reconfirmed the fact that it would continue to honor the *Detroit Free Press*'s exclusive market distribution of the supplement.

Not included in the sale to Booth was Whitney's one-third interest in the *International Edition* of *The Herald Tribune* and also in three magazines—*Interior Design*, *Art In America*, and *Retirement Living*.

Parade last changed ownership in 1960 when Marshall Field, publisher of the *Chicago Sun-Times*, sold it to Whitney for a reported price of \$10 million. The value of the property has increased with the construction of the recently opened rotogravure printing plant in Atglen and the addition of several distributing newspapers. The Atglen plant's sole outside customer is *Family Weekly*, a newspaper supplement owned by Downe Communications.

Chapman family sells interest in papers

The R. W. Page Corporation, publishers of the Columbus (Ga.) *Ledger-Enquirer* and Bradenton (Fla.) *Herald*, has purchased the A. H. Chapman's family one-third interest in the company.

With the sale of the Chapman interest, ownership now rests 50% with the M. R. Ashworth family and 50% with W. E. Page and R. E. Page.

Maynard R. Ashworth has been president of Page Corp. since 1961 and is publisher of the *Ledger-Enquirer*. W. E. Page is vicepresident of the corporation and publisher of the *Herald*.

Simultaneously with the sale, Mrs. A. H. Chapman Sr. resigned as a vicepresident and director, and Alvah H. Chapman Jr., who is president of the Miami (Fla.) *Herald*, and Henry B. Sayler, a Florida state senator, resigned as directors.

Changes made in Chicago Tribune weekend edition

The *Chicago Tribune* has made several changes in its weekend editions, expanding coverage of local news and adding a variety of new features and columnists.

Additions to the Sunday Tribune include a New Homes/Leisure Living section featuring how-to-do-it hints and ways of getting more enjoyment from leisure time; *TV Week Magazine*, which moves from the Saturday Tribune in a more expanded form to provide greater listings and stories; all of *Chicago Today's* comics in 2 full-color sections; and columnists Jack Mabley, James Reston, John Roche, Dear Abby, Dr. Joyce Brothers, Rick Talley, Robin Adams Sloan, and Maggie Daly (all of whom will remain at Today Monday through Friday).

More local news

"Another key factor in our new editorial package," said editor Clayton Kirkpatrick, "will be our expanded local news coverage, which will eliminate the old Metro sections and incorporate news into two fresh-looking sections. The entire paper, in fact, will feature crisp new design aimed at helping readers find what they want."

Other changes in the Sunday edition are a new page for car owners and buyers, and a career page with news for job seekers and employers.

In addition, the appointment of Lloyd Wendt as associate editor of the Saturday and Sunday Tribune has been announced by chairman and publisher Harold Grumhaus.

Wendt, editor and publisher of Today, will continue in that post for the now five-day Today operation.

Blaze damages Rutland Herald

A fire which destroyed the historic Rutland (Vt.) Town House Hotel January 7 also caused about \$150,000 in damages to the *Rutland Herald*.

R. W. Mitchell, editor-publisher of the morning daily, said, however, "we were fortunate because the fire department was able to stop the fire from getting into our main plant."

The press room, which is detached from the office building, was undamaged. The display ad and billing departments were destroyed and composing equipment had to be moved into the newsroom.

Mitchell said the business office has been set up in the library and the corridors of the partially damaged building.

The Herald's biggest loss, Mitchell said, was the destruction of all its bound volumes dating back to 1794. Mitchell added the issues had all been microfilmed.

Reporters expected to find routine fire story at hotel

By Bruce Nolan
Reporter,
New Orleans Times-Picayune

For each of us involved in the New Orleans sniper story, the memories begin with some personal perception, some sign or sound wildly incongruent with the normal order.

A kindly policeman ushered Ed Tunstall into the day's insanity. He grabbed the AP bureau chief by the scruff of the neck and yanked him behind the protective cover of an ambulance. "Get your damned head down!" roared the policeman. "You want to get it shot off?"

For Frank Martin, a Times-Picayune reporter, the flaming Downtown Howard Johnson's Motor Lodge became an object of special attention when a 'detective' beside him drew his gun and aimed cautiously at the rooftop.

For this reporter, striding along an open stretch of ground about 100 yards from the hotel, the hollow boom from the sniper's .44 magnum signaled the beginning.

Many of us had gone to the heart of downtown New Orleans expecting to cover a fire in a rather large hotel. Others went already aware of a rumor about "some guy taking shots at the firemen."

But then someone suspended reality. The snipers began their work in earnest, and police and firemen collapsed in heaps, sometimes fearfully close by.

By day's end a sniper and six men were dead, including the city's Assistant Police Chief. Thirteen more were wounded. New Orleans' main business district was paralyzed. And reporters and photographers were struggling to master a story that kept swelling out of control.

Quiet beginning

It began quietly.

From his post near the radios in police headquarters Albert Goldstein, a police reporter, called the Times-Picayune's city desk to report a fire downtown, and some rumors of a "nut" with a shotgun, shooting at firemen.

New Orleans has become a fire plagued city of late. In November hundreds watched in helpless agony as four women leaped to their deaths from the flaming 15th floor of the Rault Center, a building near Howard Johnson's. Earlier in the week two warehouses burned in separate incidents, on the same day, in the same neighborhood. Arson was suspected.

And snipers, too, have brought a special terror here. On New Year's Eve a young police cadet was mortally wounded as he stood behind police headquarters. Another policeman was shot with him. Moments later a third policeman was shot as he checked a burglary alarm at a warehouse half a mile away. No one ever saw the gunman.

So Brent Manley, who was working the Picayune's city desk, sent Martin and a photographer, Bobby Steiner, to the scene.

At the same time, the AP's Tunstall got a tip by telephone in his bureau chief's office, pushed through the last of his routine correspondence and decided to circle by on his way home. As an extra precaution, he called in Guy Coates, one of the AP's 10 New Orleans men, and sent him to the scene as a backup. Just in case.

After arriving at the scene, Martin was moving in front of the burning hotel. He heard a shot, and a fireman slumped against his ladder. Moments later there was another shot, and a policeman who had climbed to the 10th story of a nearby building fell with a bullet through the face.

Editors, reporters assemble

Within the hour Vince Randazzo, the Times-Picayune's City Editor was at work directing coverage. Half an hour later, Fritz Harsdorf, an Associate Editor, joined him. Reporters and photographers began calling in from home, asking for instructions.

Gerry Arnold, a Times-Picayune photographer, who would soon see two men cut down in front of him, left home without waiting for the city desk's call. Another photographer, Pat Patterson, did the same. Jimmy Guillot, still another, dropped his golf bag and went on his own. Five more, Bill Haber, Phil Ames, Ronnie Leboeuf, Charlie Bennett and James Pitts joined them during the day. That made nine.

Soon after sending Martin to the scene, Manley followed with Bill Shearman as reinforcement. This reporter went, then Don Keith and John Laplace. He and Chris Segura would spend between them more than 70 hours on the story, without sleep.

The police, hundreds of them were racing into the areas. They crouched behind cars, raced from cover to cover continually trying to move into position for a clear shot at the riflemen hidden in the smoke.

The shots were coming quickly now. Sometimes one every 30 seconds or so; sometimes, one, two, three in quick order.

Policemen began falling.

Arnold raced up into the nearby building where the policeman had been shot in the face. He made a picture, then raced back down. There was a report that a uniformed sergeant was sprawled on the grass in the park opposite the hotel. He sprinted into the park, under fire, and as he entered, saw a policeman crumple behind a tree.

With his cameras swinging wildly around his neck Arnold made for the

tree. He cradled the wounded policeman in his arms. Shots were pouring in from somewhere, unseen.

"I'm gonna die! I'm gonna Die" cried the policeman.

"No, baby, you're not going to die," said Arnold, "don't worry, about it. They're gonna get you out."

He kept snapping pictures, including one incredible photo, taken under fire, showing the wounded policeman slumped against the tree with his buddy by his side. The wounded man's face was smeared with blood.

A police car came roaring over the grass to collect the wounded. The driver jumped out and Arnold was a foot away from him when the policeman took a bullet through the head. Arnold dove over his body, scrambling wildly into the car, groping for the radio. He issued a "signal red" the department's most desperate plea for assistance. For reporters the only way to collect facts on the scene was to get near a police radio. They were plentiful, but always somehow, they were 50, 75, or 100 yards away, across open ground under the snipers gaze.

Outflanked snipers

We were forced to dash like infantry men to reach the radios. A few reporters, like Martin and Coates of the AP had managed to outflank the snipers breaking across Loyola Avenue, down from the hotel and then edging up under the cover of protecting buildings.

Martin and Coates crossed a vulnerable side street at a dead run several times during the day, sometimes with heavy covering fire from obliging policemen, sometimes alone and unprotected.

With Tunstall, who was on the 10th floor of the building where the policeman had been shot in the face, Martin and Coates found themselves in the eye of the storm.

Meanwhile, the Times-Picayune's offices were swelling with off-duty reporters coming in to lend a hand.

Reporters assigned

Martin was assigned the lead on the periphery; Shearman gathered sidebar material from guests who escaped the hotel in the first minutes; Keith took the lead color story, and Laplace pulled back to nearby Charity Hospital where the wounded were brought.

Eventually, darkness began to fall, and the prospects of deadlines began to impinge itself on numbed minds.

At the city desk dozens of reporters were already at work on backgrounders based on morgue research. Randazzo and Harsdorf checked each man as he came in, set a story length and huddled with production and makeup supervisors. The photo department was churning out art; picture pages were being prepared; the copy deadline was shoved back an hour to allow for every available word for the first editions; composing personnel stood by ready to make up as much of that time as possible. With the copy deadline pushed an hour back, production personnel made up the lost time. The presses turned almost exactly on schedule. The first edition was out.

(Continued on page 46)

After 10 years, rape verdict overturned; publicity cited

A U.S. Federal District Court judge strongly criticized "shocking . . . prejudicial pretrial publicity" by the *Lynchburg Va. News* and the *Daily Advance* as he overturned a 1967 rape conviction.

Judge Robert R. Merhige Jr. freed Thomas Wansley, a black man who had been convicted of rape and robbery in Lynchburg in 1963. Wansley, 26, has spent 0 years in the Virginia State Penitentiary.

Merhige also contended that Wansley had been deprived of his rights on the basis of an unrepresentative grand jury. Merhige was most vehement in his attacks on the News and the Daily Advance. Wansley's trial should have been moved from Lynchburg, he contended, because of the substantial "prejudicial publicity" that was accorded the case.

Wansley was often referred to in the papers as "convicted rapist," even though his first conviction had been overturned. Also, Judge Merhige noted that Wansley's lawyer was civil rights activist William

Kunstler, and that the papers made repeated references to him as being "linked to communist-front organizations and efforts."

Merhige said that the papers had been guilty of general racial policies that were described as "injurious" to Lynchburg race relations. These policies included acceptance of white death notices for free, while blacks were charged a fee.

The Federal judge found that 40 of the 43 people called for jury duty were aware of the "inflammatory" and "highly prejudicial" coverage, and that at least 16 prospective jurors said the coverage had convinced them of Wansley's guilt.

Major editorial and policy changes occurred within both papers in 1969, and they have subsequently been praised for their coverage of racial events.

Judge Merhige said that the prejudicial nature of the paper's coverage made it nearly an "impossible task" to decide the case on its own merits.

It may be that Speaker Smith is thinking some members have been getting a bit too much publicity, especially on a national scale; by getting into fights, knocking clocks off the wall, or talking too much.

Speaker Smith has been threatening for sometime to curtail the news media in one form or another, but reporters expected nothing like what apparently has been promulgated.

He had even mentioned banning reporters from the floor altogether. However, Selby McCash of the Macon Telegraph, and others, raised some objections. The idea was dropped in favor of the pass requirement.

The Speaker attempted to get across the notion that the press corps at the Capitol had agreed upon the rules.

But again there were diverse opinions, including a rebuttal by a public relations firm hired by Speaker Smith. This firm's representatives said the rules came from Smith.

The Speaker handed out the rules along with press credentials. They were entitled "Guidelines for the 1973 session for the Capitol press corps in the Georgia House."

"Newsmen shall be limited to five minutes on the floor. If longer interviews are desired, pages shall be available to request a House member to meet in one of the House lobbies located on either side of the House Chamber," the instructions said.

"A log record shall be kept in each (press) gallery, and newsmen shall sign in and out, including a record of the time, when they obtain a floor pass," the instructions added.

A rule prohibiting non-legislators from the floor can be invoked when it appears appropriate.

But, the speaker and leadership can allow newsmen onto the floor "en masse for special occasions when special permission is granted in advance."

Georgia state house press dislike rules

Georgia reporters covering that state's legislature are seething at the way they're about to be restricted for the 1973 opening sessions.

They say press coverage will be restricted because of new rules, the likes of which haven't been seen in many a day in Georgia.

It came about when House Speaker George L. Smith issued a set of rules which, among other things, require newsmen to sign a log when they go onto the House floor.

In addition, they will have to obtain what has been called a "pass" to gain admittance to the floor to interview legislators. That's not so bad, it was pointed out, but those "passes" expire five minutes after entering the chamber.

This means that if reporters are compelled to live up to the terms, they will have exactly five minutes to seek out a legislator, which isn't always easy, interview him, and get off the floor.

Reporters say this is too restrictive because five minutes is not time enough to get all the answers. Such restriction is apt to bring about erroneous interpretations and writing, they say.

At other times newsmen will be required to remain in new press galleries at the rear of the House chamber. For years reporters have been assigned to a section at the front of the room near the Speaker's rostrum.

For many years, too, reporters have been allowed to interview members of the House on the floor. Signing a log was unheard of, and passes were something reporters used to get into ball games.

Contempt charge against letter writer barred

A court order has barred municipal Judge Lee Travelstead of Lauderdale-by-the-Sea, Florida, from pursuing contempt charges against a man who criticized the town court in letters to two newspapers.

Circuit Court Judge Arthur Franzia ruled that Eugene Benge of Pompano Beach was exercising his right of free speech in writing letters to the *Fort Lauderdale News* and *Sun-Sentinel*.

The letters, published last month, referred to Lauderdale-by-the-Sea as a "speed trap and fining mill" and stated "you can't fight city hall, especially when it is backed by what is termed a court of justice." Benge had written the letters after being fined \$25 by Travelstead for driving 39 miles per hour in a 25 miles per hour zone.

Travelstead had planned a January 10 hearing for Benge, who was to show cause why he should not be held in indirect contempt of court. The judge maintained that the letters attempted "to degrade and embarrass him in performing his duties and to hinder the administration of justice." Judge Franzia's strongly-worded four-page opinion contradicted Travelstead's contention that such letters are an "abuse of free press."

"What is a free press? Is it only the right to praise and adore? Does it cease to be free when it questions, criticizes, or condemns? The right of American to free speech," he asserted, "is a right to give expression to their thoughts in a free environment, unimpaired by the executive, legislative, or judiciary. . . ."

Although, he added, the press must restrain itself in cases involving national or internal security, "a little power of complaint after a trial is not too much power left to the citizen to be considered contemptuous."

Informed of the decision, Benge expressed great relief, saying he felt " vindicated," and personally thanked the media for their support on behalf of freedom of the press.

Milton Kelly, vicepresident of Gore Newspaper Group and executive editor of the newspapers explained their position in providing Benge with free legal aid: "We felt it was a low-blow and cheap shot by Judge Travelstead to cite a letter-to-the-editor writer on contempt charges for expressing his views in a case already concluded. We would have gone the whole high court route had it been necessary."

Comstock retires

Charles R. Comstock, advertising director of the *Corning (N.Y.) Leader*, has retired. Comstock joined the newspaper's ad staff in 1935 and in 1951 was appointed ad director. Prior to that he was manager of a local movie theater. He is past president of the New York State Advertising Managers Bureau and a director for 16 years.

Small businessman runs ads to explain free enterprise

"Confessions of a Capitalist," a free enterprise print advertising campaign using an offbeat but straight forward approach, was begun Sunday, January 7, by a telephone executive and ex-Marine.

He is Robert W. Bunke, Rushford, Minnesota, executive vice-president—general manager of Ace Telephone Association, Houston, Minn., and executive vice-president of Central Communications Corp. (Cencom), Tomah, Wis. The two firms are corporately separate.

Bunke, who said he was concerned about the public's increasing hostility to American business, spoke out in a series of six four-column by 10-inch ads all being run on a paid basis by the *Winona (Minn.) Daily News*. The signed ads are running daily through January 12. Reaction will determine future newspaper placement.

"Confessions of a Capitalist" includes a



Confessions of a capitalist — part 1

'It takes two to speak the truth'

As an ex-Marine, I'd like to tell you about Marine Lieutenant Benjamin Rush Toland, killed in action on Iwo Jima in 1945 at the age of 24. Lieutenant Toland, a summa cum laude graduate of Yale University, prepared his will so that he could continue to serve his country even after death:

After leaving bequests to the church, education and charity, he divided the rest of his small estate among the Congress of Industrial Organizations, American Federation of Labor and National Association of Manufacturers.

Lieutenant Toland sought to promote better labor-management relations because he realized this would help safeguard our way of life.

Yet now, more than a quarter-century after his death, America seems dangerously divided: We seem to hear only what's wrong with America instead of also what's right . . . the American worker and his boss are going in opposite directions . . . the public is hostile to business . . . and bright young people reject a business career.

cartoon of a stereotyped capitalist squirming under the third degree . . . frank use of such terms as capitalist and profit ("I prefer plain English") . . . criticism of some businessmen who seek only profit ("They are actually inefficient capitalists") . . . and an appeal for the nation's moral and spiritual renewal.

Not evasive

Discussing the campaign, Bunke said he had adopted a "gung-ho" approach to communicating the story of free enterprise and America's heritage of freedom. A Korean War veteran, he said he was dissatisfied with the timidity of some business spokesmen who discussed free enterprise evasively. The telephone executive said effective communication between business and the public first demands trust on both sides. Therefore his first ad quoted Henry Thoreau:

Any person of good will agrees our country is in serious trouble. Of course we don't agree on who's to blame. Yet the subject is urgent and requires a fair hearing if our precious heritage of freedom is to be preserved. As Henry Thoreau said:

"It takes two to speak the truth,—one to speak, and another to hear."

As a businessman who owns stock in his company and wants to make a profit, I am, by Karl Marx's definition, a capitalist and supposedly an enemy. So I call these printed visits with you "Confessions of a Capitalist."

In future ads let's consider such questions as "Is making a profit immoral?" . . . "Does our economic system exploit the worker?" . . . "What's so special about American telephone service?" . . . and "What can I do to help my country?"

Feel free to get in touch with me if you have a question you'd like answered.

Robert W. Bunke

Executive Vice President—General Manager
Ace Telephone Association

Executive Vice President
Central Communications Corporation (Cencom)

P.O. Box 26
Rushford, Minn. 55971

"It takes two to speak the truth,—one to speak, and another to hear."

The second, third and fourth ads discussed profit which Bunke regards as a key issue. Since he is a former Sunday School teacher who now conducts adult Bible courses, Bunke said in the second ad:

"So you can be sure that if I felt tainted by business or profit, I'd sell my stocks, give the money away, swap my double-knit for sackcloth, and join the protesters."

A director of the U.S. Independent Telephone Association, Bunke said in the fifth ad that the telephone industry is widely misunderstood. While telephone rate cases are customarily headlined in millions of dollars, the consumer forgets that his own share of the rate increase might by only a few cents a day, Bunke said.

He has served the independent (non-Bell) telephone industry 21 years. He is a director and past president of the Minnesota Telephone Association, and is second vice president and a director of the Iowa Telephone Association.

S&K-S wins back paper that gave up on rep firms

The *Burlington (Vt.) Free Press*, which has been operating without a representative, has appointed Story & Kelly-Smith, Inc., as its national sales agency, effective immediately.

Urban L. Bergeron, newly appointed publisher of the Free Press announced that S&K-S will cover retail, cooperative and classified advertisers, as well as national advertisers and advertising agencies, in all sections of the country.

Story & Kelly-Smith will also provide sales coverage for the Free Press with brokers and district managers in Boston and Albany through the S&K-S's Boston and Syracuse offices.

Bergeron remarked that competition with other media has never been stronger than it is today but also that opportunities for new business development, through good national salesmanship, have never been greater and that it was for these reasons that the Free Press was assigning its account to Story & Kelly-Smith after having operated without a representative in recent years.

RCA Benny ads

RCA Bargain Days promotion will get underway January 18 with an hour-long tv special by Jack Benny. A 1500-line, two-color paid ad will appear in newspapers of key market areas the day of the Benny Special. R. Eugene Eddy, RCA marketing services, said media direction of consumer products advertising in the first few months of this year will be "more toward network tv with emphasis on sports."

Ad leaders to address INAE members

The 110th meeting of the International newspaper Advertising Executives is scheduled to get under way January 21 at Walt Disney World in Orlando, Fla.

The theme of the four-day meeting will be "The Wonderful World of Newspapers."

The convention will officially begin on Monday morning, when *San Francisco Examiner* publisher Charles L. Gould will address the group on the subject, "Profit Is Not A Four Letter Word."

This address will be followed by a general meeting at which officers will be elected. Following the election, Thomas Rowe, advertising director of the *Indianapolis Star* and *News*, and the president-elect of INAE, will address the meeting.

Monday afternoon will be taken up with a Bureau of Advertising presentation of 1972 newspaper advertising accomplishments, and a series of presentations, by the newspaper committee chairman of the American Association of Advertising.

One of the highlights of the convention will be a presentation by the Bureau of Advertising, which will outline the accomplishments of newspaper advertising in 1972 and the challenges for 1973. This portion will be presided over by the president of the Bureau of Advertising, NPA, Jack Kauffman.

Following this will be a special presentation under the chairmanship of Joe Lynch, advertising director of the *Washington Post*, featuring national advertising personalities . . . Arch Knowlton of General Foods, Ralph Bahna of Trans World Airlines and Jack Schwartz of enfield Imports.

Monday morning's program will be conducted by a presentation from the chairman of the newspaper committee of the American Association of Advertising Agencies, Thurman Pierce, manager of print media, J. Walter Thompson, Inc. and an address by AAAA board chairman James J. McCaffrey, chairman of the board, McCaffrey & McCall.

Tuesday activities get underway at 8:30 a.m. with a breakfast in the Grand Republic Ballroom. Tuesday's programs are devoted to retail advertising and the keynote speaker will be the chairman of the board of the National Retail Merchants Association, Herbert Strawbridge, chairman of the board of The Higbee Company, Cleveland, Ohio.

Later in the morning, the future of retailing will be the subject of an address by Dr. Leo Bogart, general manager of the Bureau of Advertising, ANPA. Bogart will outline the consensus of experts in the major trends that can be foreseen in retailing between now and the year 2000.

It will feature executives of department stores and will be followed by a panel presentation featuring guest commentators Herbert S. Landsman, executive vicepresident of Federated Department Stores, Cincinnati, Ohio; Kurt Barnard, executive vicepresident of Mass Retailing

Institute, New York City; Paul S. Walker, president of Richard's, Miami, Florida, and moderated by Lee B. Templeton, executive vicepresident of the *Detroit Free Press*.

Cortland Peterson, advertising director, Gannett Newspapers, Rochester, New York, will moderate a panel of sales promotion directors featuring: Mark Fisher, vicepresident for publicity, Strawbridge & Clothier, Philadelphia, Pennsylvania; Harry Hedberg, vicepresident & sales promotion director, The Boston Store, Milwaukee, Wisconsin; Max Bierman, vicepresident & sales promotion director, Spartan-Atlantic Stores, New York City; Sonja Larsen, vicepresident & director of marketing, Howland's, White Plains, New

York and Donald M. O'Brien, vicepresident & sales promotion director, Jordan Marsh, Miami, Florida.

On Wednesday, the final day of the program is devoted to a quick-fire round of sales ideas. Featured at this session are: Lou Reynolds, *Phoenix Republic and Gazette*, Roger Clapp, Richmond, Virginia Newspapers, Vance Stickell, *Los Angeles Times*; Kenneth Carlson, *Detroit News*; Richard Ockerbloom, *Boston Globe*; Jack Schoo, *Washington Star-News*; James Durante, *Passaic* (N.J.) *Herald News*; Charles Clarke, *Milwaukee Journal and Sentinel*; Harry M. Stanley, Jr., *Detroit News*. Convention will adjourn at noon.

Yes! I would like to take off on a JAL Happi Holiday. Please send me information about the tour whose numbers I have written in the boxes below plus a free copy of the 1973 "World Festival of Tours."

To send for your tour folders, cut out this reply form along the dotted line, fold as indicated seal and mail.

Name _____

Address _____

City _____ State _____ Zip _____

Please have a travel consultant call me at _____

My travel agent is _____ Key # _____

FOLD BACK AND DOWN HERE

BUSINESS REPLY MAIL
Postage Will Be Paid By
JAPAN AIR LINES
P.O. Box 618
New York, N.Y. 10011

P.O. approves postal paid coupon ad idea

Coupon clippers of newspapers will get a break from a new idea created for Japan Air Lines by Ketchum, MacLeod and Grove, Inc. Starting January 7, JAL advertisements will include postage-paid, self-mailing, clip-out coupons.

KM&G is convinced that this is the first time such an idea has been used in an ad, and feels that the convenience of the idea will spur greater customer response.

James E. Murphy, the KM&G account executive responsible for the idea says "It's a logical way to increase coupon return." Murphy says that the idea is particularly suited to JAL and the series which promotes Far-Eastern tours by the airline.

Easier to respond

"When you're selling a holiday tour that can cost anywhere from \$700 to \$3000, it's important to get brochures into the hands of interested readers. Therefore, it follows that you make it as easy as possible to respond."

After the idea was first hit upon, but before it could be used, the Post Office had to be consulted. Turns out that there are specifications which must be made as

regards size, weight and method of folding.

These were complied with, but then KM&G had to test the theory. Coupons were mailed from different areas across the country to KM&G, and showed up in "first-rate condition" at the agency.

If nothing else, the idea should breed favorable thoughts toward JAL. The coupon clipper now saves an envelope and the price of a stamp over the old method of clip, stuff, lick and stamp.

The ads are scheduled to run in 33 newspaper markets, and also in national magazines with a leisure-time bent.

The coupon and instructions for folding appear at the bottom of the ad body describing JAL tours to the Orient as shown in cut above.

Office moved

The New York area offices of U.S. Suburban Press National Advertising representatives has been moved to 441 Lexington Avenue—Suite 1102, N.Y., N.Y. The telephone number is (212) 867-9181.

HISTORICAL NEWS PLANT FALLING APART

As you climb the block-long slope from Eureka's Main Street the old building stands out high and bold against the hillside backdrop of decaying miners' shacks, staid Victorian houses and jackrabbit-ridden clumps of Nevada sagebrush.

The historical marker at its corner reads "built in 1879" and the two stories of meticulously-laid brick of the *Eureka (Nev.) Sentinel* building, with its dressed-stone window arches and doorways, looks like it was built to last at least another 94 years.

Inside, under the ink of countless editions and the dust of arid Nevada summers, the solid marble imposing stones still gleam. The compositors' wooden sticks hang on the wall near the two-page Fairhaven flatbed press whose nameplate says it was made in 1872. Used as recently as 1959 to print the weekly *Sentinel*, it needs only a little oil and a lot of cleaning to roll once more.

The Chandler & Price platen press, made in 1887, bears only a light load of dust and grime; it was used in 1971 to print part of the first issue of a contemporary paper, the *Eureka Miner*. The proof-press with its hand-carved legs and its 70-pound roller needs only a gob of ink, a few drops of oil and a vigorous dusting to resume its labors.

The only anachronistic notes in this newspaper shop of the 1880s are the hanging light bulbs, museum-piece upright typewriter and a butane gas-heated Model 5 Linotype, installed in 1915 as a concession to changing fashions in printing.

Deane Robertson is Chairman of the Journalism Department at California State University in Sacramento.

The *Sentinel*'s printing plant is still essentially the same as it was on Aug. 6, 1879 when publisher Abraham Skillman, who had founded the *Sentinel* nine years before, flung open the doors of his new plant to the admiring miners, businessmen and hangers-on who made up the new boom town of 10,000 people.

However, through the foyer and up the stairs to the suite of rooms that began as offices for professional men and later became the living quarters of successive publishers, is evidence of what threatens this ready-made museum of pioneer Western newspapering.

Vulnerable roof

The *Sentinel* building was built to rival the solidity of the U.S. Mint at Carson City, where the treasure of Eureka's mines was sent. But its Achilles heel is its roof.

Cumulatively weakened by seeping moisture and by the weight of the heavy snows of nearly a century of Nevada winters (this is a land where brass monkeys stay outside at their peril), the ancient roofing serves only to filter the water that pours onto it and down into the building's interior.

While the initial casualties upstairs are destroying the costly regal wallpaper, floorboards, and the mammoth antique business-office furniture, the real shock is to see the advancing water's threat to the priceless mementos on the ground floor.

Vast areas of the walls of the press and composing room are covered with memorabilia of Eureka's heyday as a mining camp and of the *Sentinel*'s brief tenure as one of the pioneer West's leading daily newspapers.



The *Sentinel* building

As printers ever since Gutenberg have done, the *Sentinel*'s staff in the 1880s plastered the walls with lithos and posters of reigning entertainers and dramatic troupes.

There are also proofs of handbills ordered by politicians panting for positions of power in Washington (including one publisher of the *Sentinel*), Carson City or the Courthouse across the street.

The walls record the recreations of the throngs of young miners, starved for entertainment and flush with bonanza cash—races, auctions, public debates, political rallies, balls, town meetings and all sorts of theatrical and sporting events.

Living museum proposed

It's these fragile and irreplaceable glimpses into the life of a rip-roaring mining boom town in the 1880s that the Eureka County Historical Society is moving fast to save, with the ultimate aim of preserving the entire building and its antique equipment and furnishings as a living museum of pioneer newspapering.

The Historical Society, formed just three years ago, hopes to buy the *Sentinel* building as a starter. The owner is willing to sell, so the Society must raise a modest down payment, plus enough funds to renovate the roof before another winter destroys it completely.

Though the *Sentinel* building that the Society hopes to restore was built in 1879, discovery of the ore that helped pay for it came in 1863, when the Civil War was raging in the East but prospectors were ranging the wilds of Nevada on a business-as-usual basis.

In June 1870 Abraham Skillman moved his *Shermantown (Nevada,) Reporter* lock, stock and press to Eureka, where he formed a partnership with a physician with literary leanings, Dr. L. C. McKenney.

On July 16, 1870, the first issue of the *Eureka Sentinel* appeared. Written and edited by Dr. McKenney and printed by Skillman in a small tent on Main Street, it boasted four six-column pages.

The first issue, devoted mainly to boosting Eureka's new status as a mining

(Continued on page 48)

DETROIT NEWS

The *Detroit News* has had a bureau in Washington since 1896. It has been headed by a former coachman for the founder of the newspaper, by a one-time printer's devil, and by a man who became a United States Senator.

Its present head is a pipe-smoking erstwhile Marine Corps officer, and it is the only news bureau in Washington that has "war room" containing "secret" files in closed cabinets.

James E. Scripps founded the News in 1873. The paper will be 100 years old next August. When the News was 23 years old Scripps sent George Miller to open a one-man Washington bureau. Miller stayed until 1900 when he returned to Detroit for five years as managing editor of the *Detroit Tribune*, also owned by Scripps.

To replace Miller, in 1900, Scripps sent his former coachman, John Fitzgibbon, whom he had trained as a reporter and assigned to cover the war with Spain. Fitzgibbon stayed until Miller returned to Washington in 1906.

The bureau remained a one-man affair until 1915 when young Jay G. Hayden joined Miller. A printer's devil in his youth, Hayden had become known in Detroit as the father of the city's municipally owned street railway system. Hayden stayed in Washington 50 years, covering big news through five decades, was the dean of Washington correspondents in terms of continuous service for the same paper, retired at age 80 and died last year, aged 87.

Miller returned to Detroit in 1918 to become editor of the News and Hayden as joined in the bureau by Karl Miller, son of George. Karl remained until 1924 when he returned to Detroit as an editorial writer. A bureau legend has it that Karl once refused to write another story from Washington until the News published a previous dispatch the editors had censored, a defiance often contemplated by imperious Washington correspondents but unused, as far as records reveal, until Karl got on his high horse.

Scoop downplayed

The correspondent who became Senator as Blair Moody, an exuberant extrovert who joined Hayden in 1933. Moody was a "insider" in the Truman era and because of his standing in high places, obtained an outstanding scoop. General George C. Marshall's concept of the Marshall plan was outlined to Moody in a briefing before the General disclosed it in a speech at Harvard University. Moody wrote the story but his editors in Detroit failed to recognize its importance and didn't put it on page one. The journalistic feat that might have won Moody a Pulitzer prize perished on an inside page.

Moody was appointed Senator by Gov. Mennen Williams to succeed the late Arthur Vandenberg and Jay Hayden's staff was augmented by assignment of

his son, Martin, to the Washington bureau. Martin stayed 10 years, succeeded his father as chief of the bureau, returned to Detroit to become editor of the News, a position he still holds. By virtue of cultivating an acquaintance with a young congressman named Richard Nixon (who is still his friend) Martin had several scoops on the investigation of the relationship between Alger Hiss and Whittaker Chambers. Hiss, a State Department official, was accused of giving Chambers, a correspondent for a news magazine and a Communist agent, secret information for transmission to the Russians.

Elie Abel, who had been Detroit correspondent of the *New York Times*, became chief of the News Washington bureau in 1959 and stayed until 1961 when he left to join National Broadcasting Company, later leaving NBC to take over as Dean of Columbia University Graduate School of Journalism.

Jerald F. (known to everyone as Jerry) terHorst (cq), a member of the staff for three years, became bureau chief when Abel departed and remains head of a staff now comprised of six writers and an office manager. Two more reporters are soon to be added.

Present chief

terHorst not only is the bureau chief but he is a busy reporter. He covers national politics and the White House for the News and writes a column syndicated nationally by the North American Newspaper Alliance. He has covered every presidential trip abroad and major domestic trips since 1960 and has been on assignment in Europe, the Middle East, Asia and Latin America. He was one of the limited number of correspondents to accompany President Nixon on his historic trip to China and co-authored a book about it, entitled "The President's China Trip."

A graduate of the University of Michigan, terHorst began newspaper work on the *Grand Rapids (Mich.) Herald* and forsook journalism only to serve as a Marine Corps officer in World War II and the Korean War.

Reporters on the present bureau staff are George Kentera, Beverly Craig, Richard A. Ryan, Seth Kantor, and Col. Robert D. Heinl, Jr. Mrs. Margaret A. Richards is the office manager.

Kentera, a former editor of the *Newark (N.J.) Evening News* and chief of its Washington Bureau, covers the national security beat. Miss Craig and Ryan specialize in covering Congress, with predictable attention to Michigan Senators and Representatives. Kantor is the bureau's investigative reporter.

For some forty years the bureau was housed in cramped offices in the Colorado building. Seven years ago it moved into the National Press Building and occupies a handsomely furnished and decorated suite, equipped with news tickers, copying machines, filing cabinets, and similar adjuncts to a newspaper office, even soft chairs and couches upon which tired editors and reporters can relax after deadline.

Colonel's desk

Each member of the staff has his or her private office. The most private is the "war room", the domain of Col. Heinl, a retired Marine Corps officer. Although entrance is not forbidden, anyone who prowled around or disturbed the Colonel's files or papers probably would be court martialed.

The walls of the "war room" are decked with maps and charts undoubtedly meaningful to a military man knowledgeable of strategy, planning and operations but Greek to an untutored civilian. The Colonel's desk is piled high with papers—not an inch of the top surface is bare—and if he wants a document he can put

(Continued on page 18)



BUREAU CHIEF, Jerry terHorst at his desk in the Washington bureau.

(Photo by Pat Young)

School reports: A new source of ad revenues

By Edwin E. Wuehle

Newspapers may be missing a source of revenue which is as close to them as their nearest local school district.

Many schools are required by law to publish a financial report and a statement of condition. Some school officials, with an assist from an enterprising editor, are going further than just reprinting the auditor's record. They are showing the varied programs that require dollars and are introducing the people involved in these programs to the public.

The increasing public interest regarding education and the growing awareness on the part of school administrators that this interest exists, aids the editor. He has a new opportunity to provide a public service and increase the income of the paper.

In some areas, an editor might find that the legal requirement has been inadvertently overlooked. He can call this oversight to the attention of school officials and offer his assistance.

If the district is complying with the law, he can suggest that in the interest of public information, they do more than the law requires. Financial information can be presented in graphic form which the public understands better than rows of statistics. The report can also include stories featuring the vast range of educational services a comprehensive institution is providing.

Tab format

The annual report can take the form of a four, eight, twelve or sixteen page tabloid supplement. This can be prepared cooperatively by someone from the editor's staff and someone from the school.

The tabloid supplement has the advantage of providing a great deal of information at a low per copy cost. It also lends itself to wide distribution at little additional expense to the district. There is no other way for a school to get into as many homes at so little expense.

How to sell section

One of the best ways for the editor to sell the idea to the school is to begin a clipping file of news stories of the educational institution. In most cases his paper is already reporting board meetings and other significant developments. This file can provide a samplecase of ingredients which go into an annual report supplement. If started early enough, most of the work can be done at times which are less busy.

Once an editor or staff writer establishes himself as a man who understands school operations and demonstrates the ability to produce an adequate school annual report, he can easily expand the market by approaching other educational institutions in his area.

Dave Rood, acting editor of the *Escanaba (Mich.) Daily Press*, has done tabloid supplements for the local K-12

district, the intermediate school district and presently has a staff writer working on a report for Bay de Noc Community College.

Enterprising editors should not overlook community colleges when they approach educational institutions with the idea. This writer served as a superintendent in a K-12 district which used the tabloid supplement for its annual report and is now the president of a community college which is also using it. It is his opinion that because these institutions have emerged so recently and expanded so rapidly, their administrators and boards of trustees are especially public relations conscious. Also, college accrediting agencies strongly encourage an annual report.

The cost of an eight page tabloid supplement in the Escanaba area is \$1108.80, \$1663.20 for twelve, and \$2217.60 for sixteen. These prices include newspaper assistance in layout, writing and photographs. The school receives 500 additional copies for its own distribution.

•

Major ad campaign for 'Billy Jack' film

An out-of-court settlement between independent filmmaker Tom Laughlin and Warner Brothers will result in redistribution of the movie "Billy Jack" with a big national advertising campaign in 1973.

Laughlin who wrote, produced, directed and starred in the film had sued Warners for \$51 million in Federal Court in Los Angeles, charging that the company had booked the film into theatres that normally show X-rated or pornographic movies, and had failed to produce the large-scale ad campaign he said he had been promised.

While the details of the settlement were not announced, Warners conceded that the film would be re-issued in 1973 with an intensive advertising campaign. The Laughlin suit was the most visible in a series of efforts by independent producers to force the major studios to advertise and distribute their movies more fairly.

In the past, producers contend, the studios played up only in-house pictures, and did next to nothing for the independent filmmakers who had to rely upon the studios for distribution.

One effect of the Laughlin settlement could be an increase in advertising of independent productions by the studios.

"Billy Jack" deals with questions of morality, and non-violence in a contemporary Western setting. Laughlin and his wife, Dolores Taylor, who also was a co-plaintiff, starred in the movie.

Agency to sell auto ads for magazines

Campbell-Ewald ad agency for Chevrolet and other General Motors products has been retained by the Magazine Publishers Association to prove that magazines should be part of a media mix ad program.

The association, which has more than 400 magazine publishing members, will present research that show that auto companies may be spending too much in television and that the overkill money could get more mileage in magazines.

The retention of C-E follows an announcement last week that Sheldon Moyer, previously president of Leo Burnett agency in Detroit, would join the newspaper bureau of advertising as head of their Detroit office.

Chicago Tribune sets ad record

The *Chicago Tribune* published more advertising lineage in 1972 than ever before in its 125-year history, according to Robert M. Hunt, vicepresident and advertising director.

Hunt said that *Chicago Today* also set an all-time high in lineage last year.

The Tribune ran in excess of 83 million lines of total advertising in 1972. This was a gain of more than 5 million lines over the best previous year, 1969. The highs were established in the retail, general, and total display classifications.

Washington bureau

(Continued from page 17)

his hands on it, knowing exactly where the paper he wants is in a formidable pile. No one else could find it, and no one else in the bureau would risk the Colonel's displeasure by poking around in his private archives.

The real holy of holies, however, is two filing cabinets, locked and with a "closed" sign adorning each one. None but Col. Heinl knows what "secrets" they contain and not even terHorst has a key, knows the combination, or would be allowed to open them.



SECRET FILES in the "War Room" of the Washington bureau office of the Detroit News.



Flat copy in half the time— that stays flat all the time

New KODAK Phototypesetting RC Paper can be processed much faster than conventional phototypesetting paper. Just how much faster depends on the roller transport processor you have. But no matter what processor you use, RC Paper comes out flat, and stays that way.

That means RC Paper is easy to handle—pastes down quickly, with no curling. You get better mechanicals with less bother. Permanence is better than ever before.

And without changing machines or chemicals you can process KODALINE Films and Papers, Professional RC Papers, KODAK High Speed Duplicating Film, and others. So you keep your machine operating at top efficiency.

Put Kodak knowledge and experience in Phototypesetting Films and Papers to work for you. Send the coupon, or call your Kodak TSR for a demonstration.

Eastman Kodak Company, Dept. 412L,
Rochester, N.Y. 14650

1-36

I'd like to talk to your representative about KODAK Phototypesetting RC Paper.
 Please send me some more information.

Name _____

Company _____ Title _____

Address _____

City _____ State _____ Zip _____

Type for this advertisement was set photographically
on KODAK Phototypesetting Materials

The best impression you can make.

Effectiveness of secret witness program examined

"To the best of my knowledge," says 22-year-old Paul Hlavinka, coordinator of the *Houston Post's* "Public Protector" program, "nobody has yet taken a serious look at the effect of these programs as a criminal deterrent."

The Houston plan, patterned after the *Detroit News'* "Secret Witness", offers rewards of up to \$4,000 for information leading to arrests and convictions in serious crimes.

A regular feature in the Post, it includes brief outlines of the cases and the

rewards being offered for each. Identities of informants are kept confidential with the newspaper acting as middle man between citizens and police.

As coordinator, Hlavinka's job involves getting the stories, writing them up, taking the calls, turning in clues, and reporting results to Special Projects Editor Alfred Shire.

In addition, he was until December attending Rice University full-time, where as course work in a sociology class, he did a case study of the program which yielded

some interesting results.

Hlavinka's paper attempted to look at the program in two ways: as criminal deterrent and newspaper community-relations device (i.e. promotion). The report examines both reader response and effectiveness in crime solving, and concludes that the above purposes are not necessarily conflicting.

Cases are broken down by type of crime, season, race of victim, and race of suspect.

Conclusions

The following are some of his conclusions and hypotheses:

"As might be expected, the nine spectacular rape cases received the largest number of calls. Also the degree of media coverage affected the response. In cases receiving multiple-story treatment, the average was 9.4 calls, in those with only the original story, the average was only 2.9."

"The hotter the weather, the higher the rate of personal crime, and the greater the volume of response."

"The volume of calls was significantly higher for cases involving white victims . . . one could hypothesize that the public has become conditioned to accepting crimes against minority groups with a more blasé attitude, or perhaps spectacular crimes involving white victims are given more attention in the media."

"Of the 11 crimes solved (out of 99, in two years) eight were homicide, the other three armed robbery, which fits quite neatly into the bulk of criminology theory. In cases of murder and robbery, both professional or at least semi-professional crimes, the actions of the suspect are open to communications channels in the criminal subculture; in rape, however, the nature of the crime is psychotic as opposed to criminal, and therefore more unpredictable and more secretive."

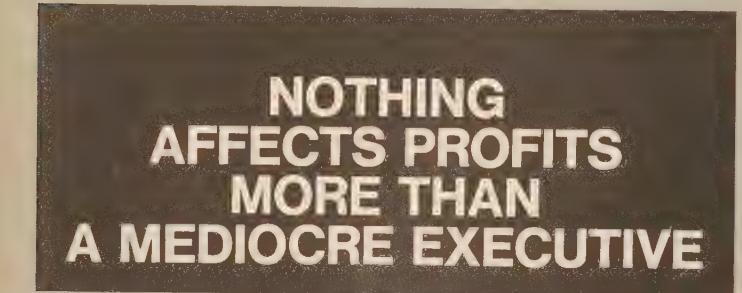
"Sensationalism in our coverage is not necessarily bad. Even at its most obvious, it gives an impression of action, and increases the level of participation. Consequently, the more widespread the response, the more likely that we will receive clues that can help police."

In short, the paper concludes that although "the concept of the alert citizen, who notes a suspicious character, whips out his public protector, and rushes off to the phone to call" is nonsense; nevertheless, it is an image that needs to be promoted for the program to have any credibility at all.

Comments Hlavinka: "There is a great deal more research needed to be done."

Ohioprint Publications buys fourth weekly

Beck Publishing Co., Pandora, Ohio, has sold the *Pandora-Gilboa Times*, a weekly newspaper, to Ray Carlsen, head of Ohioprint Publications, who publishes four other weekly papers in Ohio. Fred Steiner, editor of the *Times*, will continue to serve as editor-manager of the publication. Carlsen, with his wife, purchased Ohioprint in January, 1971. Prior to that he was manager of public relations at Proctor & Gamble.



The profitability and growth of a newspaper over any reasonable period of time is directly proportional to the caliber of the individuals who manage the business. If the management people are not intelligent, imaginative, energetic, and resourceful, they will turn advantage to adversity and fail where others succeed.

Mediocre executives are generally hired because few newspapers are in a position to screen the large number of candidates necessary to find the BEST executive available for the position. Often this error is made when the search for candidates is so long, tedious, and unproductive—that second best becomes acceptable. At top levels, such mistakes are very costly as well as difficult and unpleasant to correct.

More and more newspapers are successfully filling their executive needs by retaining Ron Curtis & Company to conduct a carefully

planned search over a wider range of prospects than would otherwise be practical or financially feasible. An outside search normally costs considerably less than the total expenditure of time and expense involved when the task is attempted by the company.

An executive search firm working for management only, can save valuable company time; avoid embarrassing internal or external "leaks" by protecting client identity in discussions with sources and potential candidates; and insure objectivity in candidate selection.

We will welcome an opportunity to discuss in greater detail our services, our methods, and our staff at any time with respect to a specific situation in your General Management & Business, Advertising, Mechanical, Circulation, and Editorial areas.

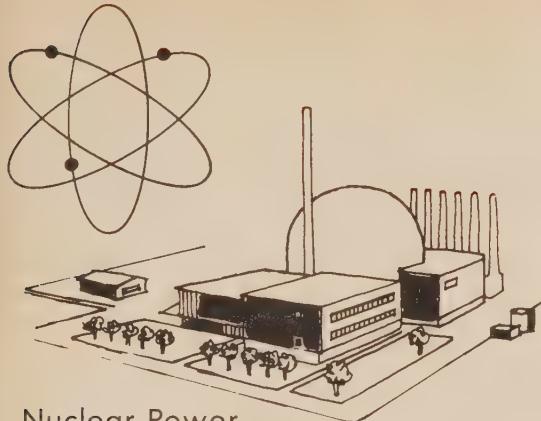
If we may be of service, please call Carl Young, 312-693-6171.

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. (312) 693-6171

25 Years Of Tri-City Herald Growth

and
Community Service



The Mid-Columbia's Potential Is Terrific

Nuclear Power

Two billion dollars worth of electrical generating plants on the drawing boards.

Irrigated Farming

One million acres of undeveloped land along the Columbia and Snake rivers available for irrigated, mechanized farming.

Food Processing

Sugar beets, potatoes, asparagus, all types of fruit and grapes, corn, peas, are being processed and packed in ever increasing volume.

Beef Cattle

Isolated land areas, mild climate, low cost forage crops, creates a potential for the largest beef cattle feedlots in the world— room for one million head and more.

000
Subscribers

Pasco, Kennewick, **Tri-City Herald** Richland, Washington

Serving eight counties in Washington and Oregon

Represented Nationally by Branham and Maloney

Editorial workshop

By Roy H. Copperud

No. 463

THE TONE OF THE TALK—1

The other day there swam into my ken a list of verbs for use in attribution that had been prepared for a class in reporting. I discovered upon careful inspection that, like too much that is given out for instruction of the young, it was sadly incomplete, ignorant in parts, incomprehensible in other parts, and now and then downright wrong.

So I decided to get up my own revelation on the subject. Some of the terms to be discussed have been taken up in this department before. In making judgments on all of them, I have sought the assistance of Webster. The definitions that I briefly quote are not inclusive, however; I have selected only those that apply to attribution as it is commonly effected in newswriting.

Many editors urge their staffs to stick to *said* in attribution. No doubt this is a reaction from inept variants that reporters have seized upon in desperate efforts to avoid repeating *said*. *Said*, however, is colorless, and for that reason does not require variation; the reader will not notice that it is being repeated. Remember what the great god Fowler said: "... a dozen sentences are spoilt by ill-advised avoidance of repetition for every one that is spoilt by ill-advised repetition." The moral is that when *said* is displaced, it should be done with scrupulous attention to the suitability of what displaces it.

Most utterances reported in the news are casual and conversational, lacking any special tone. For them *said* is the word. The compilation that follows has been alphabetized for convenient reference.

according to. Best avoided because it casts a shadow, however slight, on the credibility of the speaker. The raising of such a doubt may be desired, and then, of course, *according to* is suitable, conveying "that's what he thinks." Often *according to* to just a roundabout and careless displacement of *said*.

admitted. See *pointed out*.

advised. A common gaucherie when it displaces *said*. As an intransitive verb, it is best saved for the sense *counsel*, *give advice*: "They advised on marital relations." Sentences like "Small-craft warnings have been posted, he advised" are journalese.

affirmed. "Stated positively; asserted as valid or confirmed." Close to *declared*, but implies reiteration of a previous statement or position.

alleged. "Declared as if under oath but without proof; brought forward as a reason or excuse." Used mostly by reporters with the hope of getting themselves off the hook in police stories. Contrary to a fairly widespread assumption, *alleged* does not give immunity from suit for libel, but it may be useful to establish absence of malice.

announced. "Made known publicly; proclaimed."

asseverated. Too bookish for news contexts, and seldom seen any longer, though it was once favored (like *averred*) as a variant of *said*. It means "to affirm or aver positively or earnestly." Thus it implies some special emphasis, and is unsuitable (like most of the expressions listed here) as a random variant of *said*.

averred. "Verified or proved to be true in pleading a cause; declared positively." This too implies some emphasis; further it is not usual parlance.

cited the fact that. See *pointed out*.

commented. Strictly, made an observation on something. Thus unsuitable for attribution of an offhand statement.

conceded. See *pointed out*.

(This discussion of terms used in attribution will be concluded in the next Editorial Workshop.)

Murrow Fellowship program enters its 20th year

Council on Foreign Relations, a private non-profit membership organization engaged in study and research in the field of international relations, has announced its annual Edward R. Murrow Fellowship for 1973-74.

Established by the Columbia Broadcast Corporation over 20 years ago, the fellowship is open to men and women from American media interested and working in the field of international affairs.

The fellowship offers a recipient a nine month period of study and research at the Council's headquarters in New York. It carries with it the equivalent of the fellow's salary and includes a possibility of universities should he so desire.

The selection committee is composed of Elie Abel, Dean of the Graduate School of Journalism, Columbia University; Robert C. Christopher, editor, International Editions, *Newsweek*; James L. Greenfield, foreign editor, *N. Y. Times*; Richard C. Hottelet, CBS News; Norman E. Isaacs, editor-in-residence, Columbia Graduate School of Journalism; Bill D. Moyers, national educational television; Zygmunt Nagorski, Jr., Council on Foreign Relations, and Michael J. O'Neill, managing editor, *N. Y. News*.

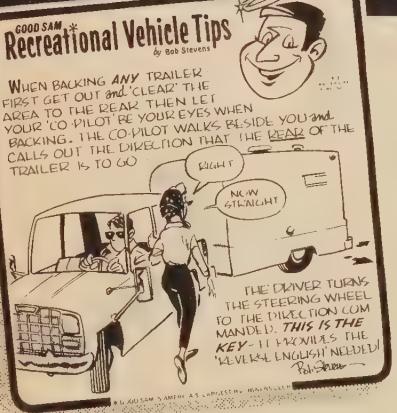
The decision of the selection committee will be announced on June 1, 1973. The deadline for submission of applications to the Council on Foreign Relations, 58 E. 68 Street, New York is March 1.

50th edition almanac

The Philadelphia Bulletin has published the 50th edition of the Bulletin Almanac. The 640-page book contains information about Greater Philadelphia and the United States with information on the election results and an account of the Vietnam war.

The Hottest Feature In America's Hottest Market!

Now Available for Newspapers



Bob Stevens' sparkling GOOD SAM RECREATIONAL VEHICLE TIPS feature is aimed directly at the RV field...a market of 10 MILLION READERS and retail sales of \$1.5 BILLION a year!!

The ONLY feature of its kind in a market that will double by 1975!

Reader response in the GOOD SAM Club - America's largest RV owners organization - has been overwhelming.

A real puller... "TIPS" will fit into the sports, travel, family recreation - even the classified sections of your paper.

We KNOW the market, we KNOW RV readers - we should, we're the nation's largest publisher of RV publications - and RV readers want GOOD SAM RECREATIONAL VEHICLE TIPS.

Available weekly in camera-ready form.



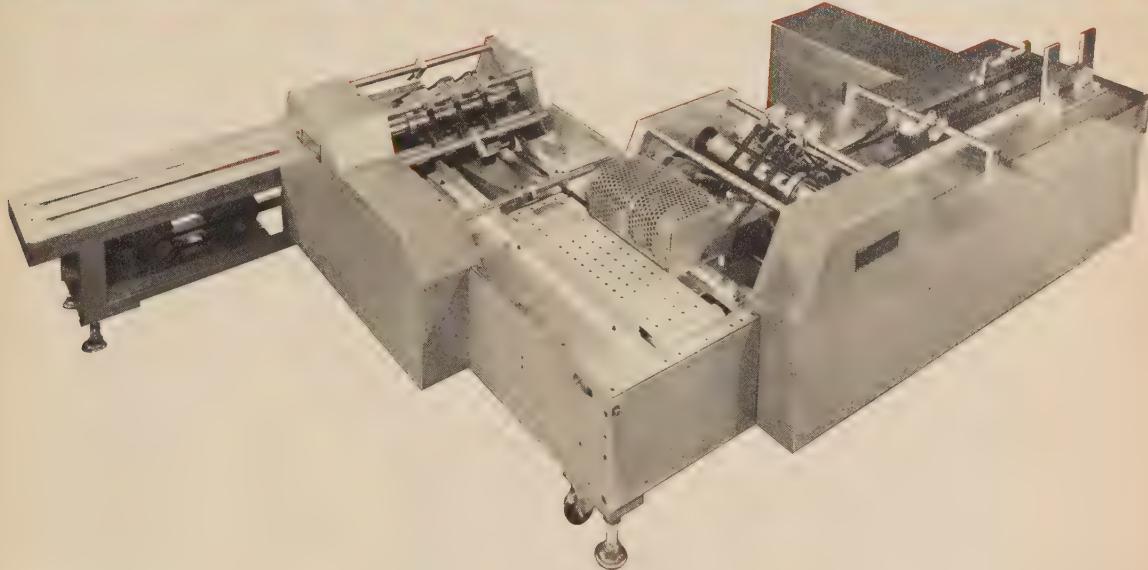
TRAILER LIFE PUBLICATIONS, INC.

23945 CRAFTSMAN ROAD, CALABASAS, CALIFORNIA 91302

TELEPHONE: (213) 888-6000

WEB PRINTERS

NOW!... PRINT AND TRIM IN ONE
OPERATION WITH THE **NEW**
CUSTOM-BILT 3 KNIFE ROTARY TRIMMER



Make It Your COMPETITIVE EDGE . . .

If you print booklets, catalogs or magazines and they come off your web glued, ready to be trimmed, Custom-Bilt's 3 Knife Rotary Trimmer will definitely save you time and make you money.

The 3 Knife Rotary Trimmer, trims top, bottom and side, *In Line* with your press, at speeds to 25M per hour, automatically, eliminating re-handling and separate trimming operations. Now . . . from the paper roll to the finished trimmed product . . . one continuous operation.

- TV Magazines
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There's a Custom-Bilt 3 Knife Rotary Trimmer built to fit any rotary offset or letterpress equipped with "chopper-type" quarter folder such as Goss, Hantscho, Cottrell, ATF, Hoe, etc. This Custom-Bilt unit delivers a trimmed product up to 64 pages from 7" to 9" wide and 10½" to 12" high. (Other sizes on special order.)

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The Sports Page

By Jim Scott

BETH HIGHTOWER

Even most of the best editors and writers on major U.S. newspapers now are retired at the age of 65—the age at which Beth Hightower in 1961 began her full-time job as a sportswriter for the *Sacramento Union*. It was that year she was retired as an instructor at Sacramento City College.

Actually, Beth had been writing sports for the *Union* some 20 years previously.

It all started in 1942 when Beth, an all-around athlete, was playing golf on a course in front of her school. A student, Veda Kuzmanic, suggested they do a story on the unusual course in their front yard.

"You know golf," said Veda, "and I like to write. We can collaborate on it."

They did. Once it was completed, they sent it to Herb Graffis at *Golfdom* magazine in Chicago. Shortly after came a check for \$20.

"I was bitten now by the writing bug," dimpled the fragile, little lady who carries only 85 pounds on her 5-7 frame. "I noticed that no women ever appeared in the press box at the baseball games of the Sacramento team of the Pacific Coast League.

Afraid to ask

"I wondered why. I was too timid to ask the Solon club. So the next time I was in San Francisco I phoned Lefty O'Doul of the Seals. I didn't tell him who I was. When I asked him why women weren't allowed in the press box, he practically exploded.

"This didn't seem right to me that women were barred as writers because of their sex. So I wrote the *Sporting News* to ask if they'd want a story. And do you know what? Taylor Spink, the famous editor, called me! I was so excited and embarrassed I doubt that I made much sense.

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SAN FRANCISCO, (2) 20 Jones Street

Anyway, he was interested in a story. I got the *Sacramento Union* to let me do a women's angle for them on a Solon game. When I attempted to enter the press box with my pencil and pad they turned me back. Now I had the basis for my story. I wrote it and sent it to Mr. Spink. My, how proud I was when he sent me a check for \$30. I couldn't believe it. I had always hated English composition. Yet now I was a bona fide writer."

About that time the *Union's* golf writer, Kirtley MacBride, left the paper. In return for letting her do stories on the Solons, Beth offered to give Steve George, then the sports editor, several golf articles in return.

World War II had depleted the staff and soon Beth was writing all sorts of sport stories. She would report to the *Union* after her last classes of the day, around 5 o'clock, and George always had an assignment for her. And Beth always returned with a neatly typed story to place on his desk.

Writes in longhand

One day George asked her to take a story over the phone.

"After I got the information, I didn't know what to do," recalled Beth. "I was so embarrassed. I didn't know how to type! So I just confessed. I had always before written my stories in longhand and then had an Oriental friend of mine type them for me.

"After that I began hunting and pecking in the office. It was a lot slower than my pen but I stayed with it. Getting the stories was no problem. It was typing them that took time. I often stayed at the office till late at night. I also worked all day Saturday and Sunday at the *Union*. After about a year I was typing as fast as I could think."

Beth's beat extended all over Northern California. Every athlete seemed enchanted by her gentle charm. Light of foot, she flitted around the fairways like a butterfly. Once in San Francisco, before a Christmas fight, Henry Armstrong kept boxing writers waiting for an hour while he carefully answered the unusual questions of a writer unlike any other he had seen before.

Miss Hightower gave blanket coverage to Sacramento golf. When she started out, she covered three clubs; today the number has grown to 25.

PARK ROW NEWS SERVICE

news features with your LOCAL angle

150 Broadway, New York, N.Y. 10038

And in the past 30 years Beth has become perhaps the best known golf writer in the West.

"Beth has a beautiful light touch," says Bill Conlin, the Irish wit who's long been the sports editor of the *Union*. "She's so dedicated and more punctual than a clock."

All the pros are friends of Miss Beth, whose soft voice and prying questions, arising out of a covey of gruff male writers, never fail to titillate them.

"Aunty Beth is my sweetheart," says Lee Trevino. "She asks the best questions of any of the writers. She's one of the reasons I like to play in California."

"Miss Hightower is a most unusual golf writer," praises Joe Sargis, the UPI sports editor in San Francisco. "I've always enjoyed reading her stuff. She throws away the stats and stresses human interest. She has the rich, Lardner-like gift for humor."

Covers the Masters

Sacramento golfers are so enamored of Beth that they sometimes send her to important tournaments so as to get the proper coverage of their favorite sons. This has enabled Beth to cover the Masters, the U.S. Open and even tournaments in Hawaii.

When the Copley papers took over the *Union* in 1966 they at once improved it by putting up a new plant, adding color and beefing up the staff with imported writing talent.

Conlin had to fight like a tiger for Miss Hightower's retention since she was already over the retirement age. He drove home the point that she could outproduce any two men on the *Union* staff.

Beth now makes more than she ever has in her life—and she also has a four-week vacation.

In the office, older newsmen call her "Aunt Beth"; the younger writers make it "Betsey."

Although well over 70, Beth is still the most active of all the golf writers. She'll follow the pros around all morning and afternoon and never shows any sign of fatigue.

"I grew up on a farm in Orland, Calif." said Miss Hightower, "and I was always herding cattle. I loved to walk and run."

She still has an agile pair of legs, her own teeth, perfect health with freedom from colds and also drives her own car to all nearby golf tournaments.

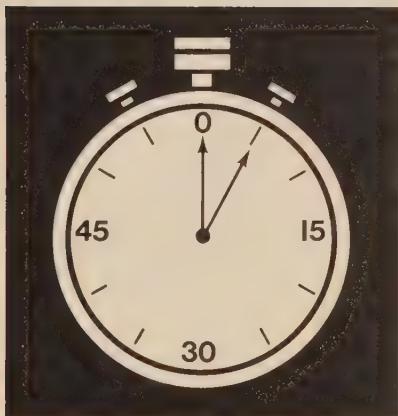
How does Beth account for her extreme interest in golf?

She laughed. "I'm not interested in golf," she explained in soft tones that float up like balloons. "Rather, I'm interested in golfers. They are such wonderful human beings. I get such a kick out of all the touring pros. Lee Trevino is a regular Milton Berle, Dave Hill is so deliciously outspoken, and there are so many interesting newcomers, such as the Indian boy, Rod Curi."

"Everybody has treated me as a lady. In fact, I've met only three rude golfers in 30 years. The gang at the *Union* is the same way. Men are so great to work with. There's no pettiness. They often are under pressure but they are always pleasant and full of good humor."

So is Beth Hightower. That's why no golf tournament is complete without her.

The 5-second headline:



It took us just 5 seconds to set the headline for this ad with Compugraphic's photo-fast CG7200 display typesetter. Seconds later we processed the photographic paper and in less than a minute we had the highest quality camera-ready type.

In addition to speed, the CG7200 offers instant access to 4 type faces in 8 sizes from 14 to 72 point or 30 to 120 point. For even greater flexibility, a half-size font adds 8 additional sizes to each range. Plus you have ready access to our extensive library of classic and contemporary type faces.

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• CENTRAL: 3166 Des Plaines Avenue, Des Plaines, Illinois 60018, (312) 298-5140 • PACIFIC: 1121 San Antonio Road, Palo Alto, California 94303, (415) 969-2032 • NEW YORK METRO: 2 Pennsylvania Plaza, New York, New York 10001, (212) 736-4444 • SOUTH ATLANTIC: 6 Executive Park Drive, N.E., Atlanta, Georgia 30329, (404) 631-4371 • NORTH CENTRAL: Fourth & State Street, 2 Gateway Center, Kansas City, Kansas 66101, (913) 371-8200.

This ad was set in Compugraphic Styrmie and Helios type faces.

See Compugraphic at the Great Lakes Mechanical Conference, Booth A

Promotion

By George Wilt

IDEAS FOR THE HOLIDAYS

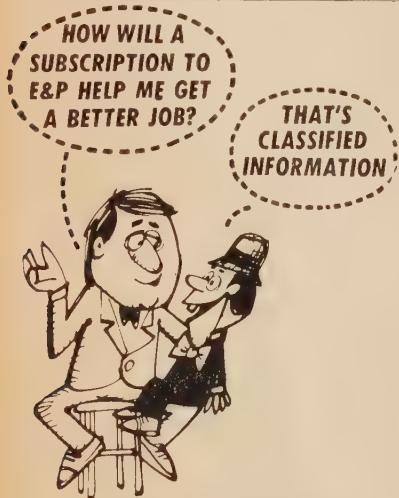
The Christmas and New Year holidays always provide promotional opportunities for newspapers, and the end of '72 proved no exception.

Out in Illinois, the *Wheaton Journal*, a Copley newspaper, came up with a "Santa Letter" program that created adult in-store traffic for Journal advertisers, produced human interest news copy for the paper, and also made a lot of kids happy.

With the help of a full-page in-paper ad some 75 retail stores—all of the Journal advertisers—handed out forms and envelopes addressed to Santa, in care of the newspaper. Parents picked up the letter to Santa at the store, along with special instructions. More than 12,000 responded, mailing the letters to Santa at the *Journal*.

General manager Arnold DeLuca, and his "head elf" Patt Lighthart, responded by sending personalized letters from Santa to the children. Letters were preprinted in handwriting, and personalized with the child's first name filled in.

The letter the child received from Santa could be taken to any financial institution



**ORDER YOUR OWN SUBSCRIPTION
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Editor & Publisher

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Gentlemen: Please start my subscription now, addressed to:

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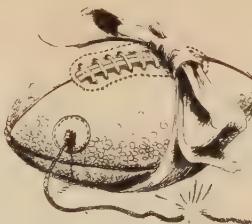
Company

Nature of Business

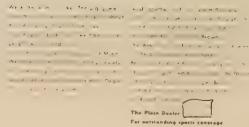
My remittance is enclosed.

\$10 a year, U. S. and Canada; all other countries \$25 a year.

Shula. Warfield. And Others." Copy pointed out that Don Shula is a Buckeye boy who played with the Browns at one time as did three of his six assistants. It also saluted other Dolphins who came from Cleveland or its teams. The logo con-



Merry Christmas to the Dolphins.



The Plain Dealer
For outstanding sports coverage

in the Journal's trade area, and the child would receive a gift from "Santa's helpers" upon presentation of the letter.

Numerous requests came from grandparents asking Santa to mail a letter to their grandchild, with the Journal posting letters coast to coast, as well as to Canada and several European countries.

The promotion started on Thanksgiving Day with a full-page spot color ad, along with a brief page one story and picture. Participating merchants were designated "Official Santa Helpers Headquarters," with the theme tied in with window posters, free-standing counter card displays for the special envelopes, and ads listing all of the participating merchants, who also ran special "Santa Helpers" symbols in their own Christmas advertising.

"We expect to use the promotion again next year," DeLuca said, "with even greater merchant participation and reader response."

* * *

AFC PLAYOFFS — Meanwhile, Tony Mangone, promotion manager of the *Miami Herald* worked a trade deal with the *Cleveland Plain Dealer* for a swap of pages predicting victory for the local team.

In the *Plain Dealer*, a full-page ad read: "When the Dolphins play the Browns, we're betting on *your* hometown boys . . .

**When the Dolphins play
the Browns, we're betting
on your hometown boys.**

**Shula.
Warfield.
And others.**



The Miami Herald

cluded, "Published in the interests of good, clean rivalry by the *Miami Herald*."

The *Plain Dealer* ad, published in the *Miami Herald*, was headlined: "Merry Christmas to the Dolphins," and was illustrated with a be-ribboned football with a fuse. The logo for this ad was simply: "The Plain Dealer, for outstanding sports coverage." Fun.

* * *

PHOTOCOMPOSITION—The *Houston Chronicle* tells the story of its composing room's conversion to photo-composition with an eight-page folder, that explains justification, face and size flexibility, condensed faces, design in type blocks, italics, layout and copy, keyboards, pasteup procedure and engraving operations.

* * *

Roanoke Data—The *Roanoke (Va.) Times* and *World-News* have released a data book of "Consumer Profiles" including income, education, occupation, shopping habits, media exposure, age, mobility and car ownership. The survey is based on a sample of 2,722 subscribers households. A highlight is a table showing regular and occasional shoppers at major shopping centers, business districts and free standing department stores. The study is done every two years by the Roanoke newspapers, and is patterned after a similar study from the parent company, Landmark Communications, Inc., publishers of the *Norfolk (Va.) Virginian-Pilot* and *Ledger-Star*, according to Tom Hawley, promotion manager.

* * *

GAZETTELAND, PA.—The *Indiana (Pa.) Evening Gazette* has released a full-color brochure on Gazetteland, Pa., described as the "Island Empire." The brochure includes maps showing the market and its location, local industries, population, income, retail sales, newspaper circulation and coverage comparisons. Copies are available from the *Gazette* or its national representatives, Mathews, Shannon and Cullen, Inc.



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No darkroom required. The machine occupies a space 72" wide, 30" deep, 51" high.

Write Sales Manager for more information.



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Delury named NEA executive editor

George E. Delury has been named executive editor of the publications division of Newspaper Enterprise Association. Delury has served as managing editor of the *World Almanac* published by NEA and will continue to edit the publication. He now assumes editorial responsibility for all Reader Service books and pamphlets available through NEA subscriber newspapers, and will head special projects with outside publishing firms. Delury joined NEA in May, 1972.

National ad manager for Roanoke named

Arthur L. Wimmer has retired as manager of national advertising for the *Roanoke (Va.) Times* and *World-News* and Richard L. Nystrom, 26, has been appointed to that position. Nystrom joined the newspapers' sales staff in 1971.

Nolan Teague, a retail advertising salesman for the Roanoke newspapers, has been named assistant personnel manager for the corporation. He joined the Roanoke papers in 1961.

PEGGY MCPHAIL, formerly a reporter for the *Alvin (Tex.) Sun*, has joined the news staff of the *Pauls Valley (Okla.) Daily Democrat*.

MARTIN COHEN—named controller of the Washington Post Company. He has been controller of the *Washington Post*.

JEANNIE SIMMONS has resigned as production supervisor-reporter *Fort Stockton (Tex.) Pioneer* to enter private business with her husband.

CLARENCE RINNE—retired as vice-president and business manager of the Herald Company, publishers of the *Syracuse (N.Y.) Newspapers*. Rinne has been with the papers since 1939.

BEVERLY BEYETTE, former women's editor, and KIP COOPER, military editor, have been named assistant managing editors of the *San Diego Union*. Miss Beyette will handle women's and entertainment sections, while Cooper will be responsible for city staff operations.

KENNETH ZUMWALT, former Sunday editor has been named assistant to the executive editor, while ED NICHOLS, staff writer, named entertainment editor. Zumwalt will be responsible for the Sunday Today's World section.



Goldstein



Adams

NATHAN W. GOLDSTEIN will be succeeded as circulation director of the *New York Times* by circulation manager FRANK H. ADAMS. Goldstein has been with the Times since 1923, and has been circulation director since 1948. He will become special assistant to the publisher until October 1 when he retires. Adams has been manager for the last 2 years.

SCOTT HAYDEN, city editor, has been named managing editor of the *Buffalo (N.Y.) Courier-Express*. He succeeds the late LEONARD G. FELDMAN. FILLMORE V. HALL—named head of the business office. He had been personnel manager; GEORGE L. BLERSCH JR.—from bookkeeper to comptroller.

CHESTER SULLWOLD, executive sports editor, has been named regional editor of the *Toledo (O.) Blade*; he will be succeeded as sports editor by JOHN HANNEN, who has been a sports writer.

FRED R. PASS, former assistant editor, has been named editor of the *Dallas Morning News' Texas Almanac*.



Abney



Stroh

We are pleased to announce
the appointment of
Berkley - Small, Incorporated
2764 Mauvilla Drive
Mobile, Alabama 36606
as our General Sales Representatives

Wilson Gregory Agency
416 Towne House
Harrisburg, Pa. 17102

Abney is promoted to business manager

Louis D. Abney has been named business manager of the *Toledo Blade* and Charles K. Stroh has been appointed production manager.

Abney had been production manager and Stroh his assistant. Abney, who has been with the paper since 1963, was previously production manager of the *Nashville Tennessean*. He has a law degree from Oklahoma City University and is a member of the Ohio and Oklahoma Bar Associations.

Stroh has been with the Blade since 1969 and formerly was general manager of the *Port Clinton (Ohio) Daily News*.

in the news



Twilling



Tonkin

ROBERT V. TWILLING—named manager of promotions and public relations division of the *Chicago Tribune* and *Chicago Today*. He had been assistant manager since 1965. Twilling is a vice president of the International Newspaper Promotion Association.

* * *

JAMES E. TONKIN has been named to succeed W. H. (TED) ROBERTSON as publisher of the *Yakima (Wash.) Herald-Republic*. Tonkin has been with the *Yakima* daily since 1952, most recently serving as general manager.

* * *

JAMES D. SELK named editorial page writer and member of the editorial board of the *Madison Wisconsin State Journal*.

* * *

Retiring: CLIFFORD BURTON, sports editor of the *Meriden (Conn.) Morning Record*. **RALPH A. BRANDT** managing editor of the *Bridgeton (N.J.) Evening News*. He had been with the paper 50 years.

* * *

MERLYN (BUD) LEA, *Milwaukee Sentinel* sports writer, has been named sports editor, succeeding **LLOYD LARSON**, who is retiring. Lea has covered the Green Bay Packers for the *Sentinel* since 1954. Larson had been editor for 25 years.

* * *

ANTHONY G. GREY—retired as business editor, *New Britain (Conn.) Herald* after 3 years as a *New Britain* newspaperman.

* * *

FRANCIS W. ZUNDEL replaced the retiring **RICHARD L. SULLIVAN** as retail advertising manager of the *St. Louis Post-Dispatch*. **RICHARD P. TERRY** will replace Zundel as rotogravure advertising manager, and **DARWIN D. WEISS** was named assistant to the advertising director.

JOHN O. KOEHLER has been named Deputy Director of World Services for the AP. Koehler who had served as a correspondent in Bonn and Berlin has been a general executive in the AP New York headquarters since 1967. In his new post, Koehler will serve World Services Director **STANLEY SWINTON**.

THOMAS F. PENDERGAST, who had been assigned as general officer in Los Angeles will become the general executive and deputy to AP personnel and labor relations head **KEITH FULLER**.

* * *

JAY L. CLARK—from promotion manager of the *Florida Times-Union* and *Jacksonville Journal* to promotion manager for *Cocoa (Fla.) Today* and *Titusville (Fla.) Star Advocate*.

* * *

JACK SITTON—named editor and publisher of the *Farmington (N.M.) Daily Times*. For the past year, Sitton has been copublisher. Sitton succeeds **LINCOLN O'BRIEN**.

* * *

DONALD M. ROBERTSON has been chosen to head the new nine-man automotive advertising division of the *Chicago Tribune* and *Chicago Today*.

* * *

URBAN L. BERGERSON has been named publisher of the *Burlington (Vt.) Free Press*, succeeding **J. WARREN MCCLURE**. Bergeron had been general manager of the Gannett owned Free Press since 1968. McClure is president of McClure Newspapers, Inc.

* * *

MARTIN SCHRAM has been named chief of bureau in Washington for *Newsday*, to succeed **RUSSELL SACKETT**, who will become national correspondent for the Long Island daily. Schram has served as a Washington correspondent for the paper since 1967.

* * *

DAVID E. PEUGEOT has retired from the *Buffalo (N.Y.) Evening News* after 43 years. While he served in several capacities, Peugeot devoted most of his time to promotional work, and was promotion editor.

* * *

BENNETT P. DOLAN has been appointed general manager of the *Alma (Mich.) Daily Record-Leader*.

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Ginn is appointed editor and publisher

The sale of the *Jackson (Tenn.) Publishing Co.* to the *Des Moines Register and Tribune Co.* was completed December 29.

David Kruidenier, president and publisher of the *Register and Tribune*, has named **John C. Ginn**, director of corporate development of the *Register and Tribune*, to be editor and publisher of *The Sun*. Ginn, 35, is former editor of the *Kingsport (Tenn.) Times-News* and city editor of the *Charlotte (N.C.) News*.

The *Sun* had been under the leadership of Clarence E. Pigford for more than 30 years until his death in 1945. His widow succeeded him as president and at the time of the sale Mrs. Pigford was chairman of the *Sun Publishing Co.* Her nephew, Dr. George Harvey, had been publisher since 1961.

The *Sun Publishing Co.* has been renamed *Jackson Sun, Inc.*, and will be operated as wholly owned subsidiary of the *Register and Tribune*.

Novelist joins agency

Carelli, Glynn & Ward Advertising Associates, Pompton Lakes, N.J., has added author **Burt Cole** to its staff as copy director. Trained in retail and industrial advertising by **William Bridgman Associates**, Cole was formerly managing editor of *Suburban Trends* newspaper, Riverdale, N.J., and subsequently editor of the *Tri State Free Press*, Newton, N.J. He has published six novels, one of which appears frequently on television in a movie version retitled "The Bobo" and starring Peter Sellers.

Ockerbloom promoted at Boston Globe

Richard C. Ockerbloom, 43, assistant advertising director of the *Boston Globe* for the past year has been promoted to advertising director.

He succeeds **George C. McManus**, who has retired, after more than 50 years with the newspaper. Ockerbloom joined the *Globe* in 1948.

John A. Park, Jr.
AND COMPANY

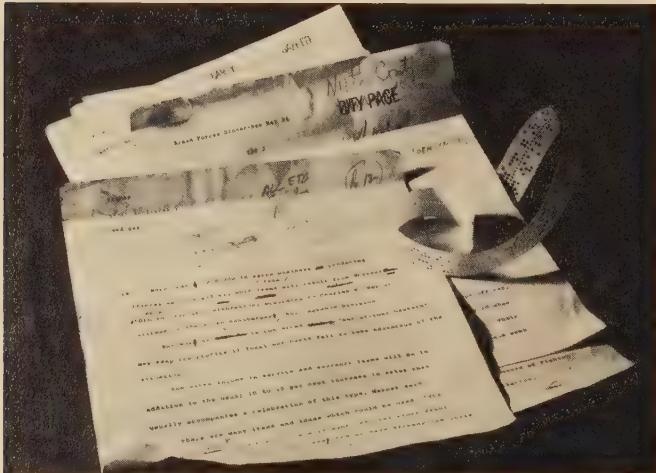
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Looking over a cold-type paste-up at the process camera are Raymond Mombolardi, right, engraving superintendent of the Star Ledger, and Frank J. Esposito Jr., one of his assistants.

Newark Star Ledger reports smooth cold-type conversion

The Newark (N.J.) Star Ledger engraving department can prepare a full-page replate for stereotyping in 12 minutes from the time it receives camera-ready copy.

Such efficiency is an important reason why the paper has been able to make consistent progress in its conversion from hot-type technology, reports Dale Douglas, Star Ledger production director.

"All our display and classified ads are set in cold type, as are 50 percent of the 750 pages with editorial matter that we print each week," he said.

Until recently, the Star Ledger also did all the mechanical production for Newark's now defunct Evening News.

"We shot from an average of 15 pages of classified to a high of 44 pages," Douglas says. "If we had not been geared to cold type, we couldn't have handled the increase that resulted following the demise of the Newark News—regardless of how many extra men we could hire. As it was, we handled the load with no increase in manpower."

Cold-type not new

Cold-type composition is nothing new at the Star Ledger. By 1966, when it moved into its present quarters at No. 1 Star Ledger Plaza, the Newhouse paper was producing 75 percent of its display ads that way. Consequently, no hot-type equipment for display work was installed in the new building.

In the first stage of its conversion, the Star Ledger used Photon typesetting equipment, Kodak Ektamatic photo-mechanical paper, grade S, and Kodak

Ektamatic processors, model 214-K. Production demands outdated this approach, however, so the newspaper contracted with the Mergenthaler Linotype Company to revise the system.

This resulted in the installation of three Linotron 505 models, each rated at 170 lines a minute, and three General Automation Tal Star I computers. The last have 20K central processors and two dual-spindle disc units. Each of the changeable disc packs can accommodate up to 32 pages of unjustified agate matter.

The overall system has worked so well, Douglas reported, that the sister Newhouse papers in New Orleans and Birmingham, Alabama, have each installed two Linotron 505s.

"We installed a Kodak Versamat film processor, model 411-C, that operates at 12 feet a minute and gives us more production," explains Gilbert Skolnik, day composing room foreman. "Then we went to Kodak phototypesetting RC paper that is the most dependable that we've ever used, and its resin coating helps eliminate curl."

The newspaper also added a MacBeth densitometer to its data processing department. By taking periodic readings on copy samples, it is able to adjust the Linotron 505s to achieve maximum reproduction results.

The following examples illustrate the kinds of jobs being done in Newark on a daily basis. One involved the stock markets update for the Evening News; the other, the classified ad operation for both papers.

The first edition of the afternoon paper contained the overnight stock quotations, the second had the 10:30 a.m. prices, the third ran the 1 p.m. American Exchange prices, and the fourth contained the 2 p.m. big board listings. Included in this last, additionally, were over-the-counter transactions.

The copy came in on six-level Dataspeed punched paper tape and was fed directly to one 505 unit via its integrated reader. Because the intake of the phototypesetting machine is so much faster than the Dataspeed tape, the latter had to be fed in through a jerry-rigged setup that provided sufficient lead and slack to prevent tape breakage, Skolnik said.

Classifieds are prepared in conventional format, with the clerks noting the date and number of insertion. For "skip" ads, those not to run on consecutive days, the specific dates are written down. Then, like all other cold-type matter, the ads are indexed on Datek punched paper tape machines.

The Star Ledger keyboards permit an operator to signal the command instruction with one key, rather than the three indexings necessary for this operation on older equipment. The Datek units produce six-level, unjustified and unhyphenated "dot" tape that is read into the Tel Star I computers.

Tal Star classifies

The ads are punched in batches of 10 with no effort to group specific classifications until after electronic profiles of the ads have been compiled on the Tal Star I magnetic disc packs. Accomplished then, too, is the sequencing of ads into alphabetical order.

Kills and corrections—using the external control number for each ad—are entered on the keyboard of an ITT input-output writer. By mid-1972, the Star Ledger was experimenting with a cathode-ray tube device to do this job, and it was anticipated that this method would ultimately be adopted.

When it is time to dump the ads, they are read into a Linotron 505 unit—keeping the two others free for stock table, editorial work, and display ads—in an on-line mode. Michael Horgan, assistant foreman of the data processing department, noted that this is about twice as fast as converting the magnetic disc files to eight-level punched paper tape and inputting in that mode.

The Kodak phototypesetting RC paper is rolled into cassettes that can accommodate 100 feet. Skolnik said the Star Ledger seldom uses the full length, preferring maximums of 35 to 40 feet so that rush work from all three 505 units can be quickly processed on the 12-foot-a-minute Versamat processor and compositors can paste up a number of pages with the same production deadline.

When the camera-ready copy reaches the engraving department in full-page paste-ups, it is put on the shooting table

(Continued on page 43)



The remodeled Duluth Herald and News-Tribune building.

Duluth newspapers remodel

The *Duluth Herald* and *News-Tribune* recently displayed its \$1.5 million expansion and remodeling project to businessmen, governmental officials and civic leaders.

They were guests of the two newspapers at luncheons following tours of the plant.

Greeting the guests were Bernard H. Ridder Jr., president of Ridder Publications Inc., and vice president of Northwest Publications Inc., and Eugene R. Lambert, publisher.

The tours included a look at the *Herald* coming off the \$500,000 Goss Headliner press put into operation last July.

The press, designed to give readers and advertisers a better product, is capable of producing 52,500 copies an hour.

Changes also included a new computerized business operation, new mailing room equipment, improvement stereotype facilities and a new facade.

The building addition provides larger, improved working areas.

Rochester Tech offers composition seminar

A phototypesetting systems seminar designed to provide supervisory, middle, and upper management with an understanding of the various composition methods, with emphasis on phototypesetting, will be held at Rochester Institute of Technology on Jan. 17, 18 and 19.

Sponsored by the Graphic Arts Research Center of RIT's College of Graphic Arts and Photography, the seminar will include discussions on current developments and trends, competitive and/or compatible systems, performance and cost information, as well as equipment demonstrations, that will enable realistic decisions in the purchase or operation of phototypesetting systems and equipment.

Total cost of the three-day program is \$210, which includes tuition and reference materials. The January seminar is an update version of the previous Phototypesetting Systems Seminars, which have been offered by the Graphic Arts Research Center for the past five years.

The seminar is designed specifically to benefit administrators, general managers, sales and service personnel, production supervisors, advertising personnel, personnel involved in copy preparation, and others who need to understand the production problems related to composition and typesetting.

Participants will be exposed to various composition systems and will be given the opportunity to observe equipment demonstrations. In addition, opportunities to analyze and compare equipment and proc-

esses, and to relate them to the participant's particular production needs, will be provided.

Equipment available at the seminar will include the following: Hot Metal—various models, manual and automatic; Direct Impression—IBM MT/SC, Justowriter, and VariTyper; Photolettering—CG-7200, Headliner, Photo Typositor, and Strip Printer; Phototypesetting—CG-2961, Fotosetter, JustoText 70, Linofilm, and Linofilm Super-Quick, Photon 713-10, and VariTyper 725; Special and Multi-Purpose Computers—Digital PDP-8, Justape, and Linasec; and Tape Processing Equipment—various models, perforators, and operating units.

Further information on the program is available by writing: Ralph I. Squire, Director of Special Projects, Graphic Arts Research Center, Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, New York 14623, or by calling (716) 464-2756.

Linotype reps named

Robert A. Penney, manager of Mergenthaler's San Francisco sales office, has announced the appointment of two new west coast sales engineers.

Lawrence D. MacKenzie will represent Mergenthaler Linotype in Northern California and Northwest Nevada territories, and A. Lewis Wilhelm will represent Mergenthaler Linotype in Utah, Northeast Nevada, Idaho (except panhandle), Western Montana and Western Wyoming.

In December the *Atlanta Constitution's* classified department became totally computer prepared. The Constitution is using the Tal-Star system of preparing, classifying, alphabetizing, scheduling and billing classified ads. The system uses four Linotype 505s, a Loge and the IBM 360-40 computer in the system.

* * *

The *Davenport (Ia.) Times-Democrat* will begin phasing in an electronic system for editing and processing both news and advertising copy in 1973. The Lee Enterprises newspaper has ordered 34 video typewriters, four cathode ray tube editing terminals, two video layout terminals for advertising preparation and two computer-control units to process all text and ad copy for high-speed phototypesetting. Lee has ordered the \$650,000 system from Harris-Intertype.

* * *

The *Trenton (N.J.) Times* went completely cold type in November, abandoning tape operated linotype machines for Fototronic TxT.

* * *

The *Athens (Ohio) Messenger* has moved to a new \$1.4 million offset plant northwest of Athens. The Messenger (16,000 daily, 17,000 Sunday) had been 100 percent photocomp but engraved full pages and printed letter press. The Times now uses a 40-page Goss Urbanite press with two Photon Pacesetter phototypesetters.

* * *

The *Washington Post* has installed a new computer system to support its production. The Post now uses the IBM System 370/135 and two System/7s, replacing 1130s.

Post Director of Data Processing Paul Tattersall said the new system "will provide some new capabilities that will aid copy correction and production control." Tattersall added the system also "provides a base for adding further production capabilities in the future."

* * *

The *South Hill (Va.) Enterprise* has moved into a new building after two years of operating out of a warehouse, an office trailer and the old South Hill Rescue Squad building. The Enterprise moved into temporary quarters after a fire destroyed the original two-story plant in December, 1970.

First edition printed in the new building was December 13; the Enterprise moved its three-unit News King Web Offset press and reinstalled it in three days.



How to make it with letterpress

you have a lot invested in letterpress equipment. It has many years to go.

you trust the proven quality, economics and performance of letterpress.

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you know that LETTERFLEX is the one proven link between the substantial savings of photocomposition and the proven performance of letterpress.

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save you \$2.00 on plate

Micro-Metal 40, the thinner presensitized zinc, lists at \$1.20 less than 16-gauge metal for a 23 x 32 plate. Even at the maximum volume discount, it is \$1.09 less.

In addition, Ball's new Royalty-Free Etchant eliminates the 17½¢ per square foot royalty charge.

Together, they give you a total savings of from \$2.09 to \$1.98 for every newspaper spread, depending on the discount earned.

And you can save a dollar or more on each 17 x 23 single page plate.

Multiply these savings by the thousands of plates produced in a year and you'll come up with quite a deduction from the cost side of your ledger.

Micro-Metal 40 and Royalty-Free Etchant—the saving combination.

Ball's got it!

Ball Metal & Chemical, Division of Ball Corporation,
Greeneville, Tennessee 37743.



David R. Bradley, president and publisher of St. Joseph News-Press and the Gazette, signs the contract for the new presses. Shown left to right are Victor A. Modeer, executive vicepresident and business manager; Henry H. Bradley, vicepresident and production manager; David R. Bradley; Robert M. Lindsay, assistant press superintendent, and R. Curtis Boyer, press superintendent. All took part in making the study for the new presses.

St. Joseph papers order offset units

Contracts have been signed under which Goss offset presses will be manufactured for the St. Joseph (Mo.) *News-Press* and the *Gazette*.

According to David R. Bradley, publisher, the presses will represent part of an equipment expenditure of more than \$2,000,000.

Delivery is to be made in May or June of 1974.

The St. Joseph newspapers are buying Cosmo presses, a new line, and News-Press & Gazette men have been instrumental in developing them.

It is believed that the St. Joseph newspapers are third in line for the Cosmopolitan.

The News-Press & Gazette will have an offset press of eight units as opposed to the present letterpress of six units. The weight of the new installation will be more than 200 tons.

Printing of up to 96 pages will be possible with the new units. The speed will be 50,000 copies an hour as compared with the present speed of 36,000.

More color flexibility will be possible. The newspapers will be able to introduce color in the editorial (news) pages.

Printing will be faster. Rolls of paper will be changed automatically on the new presses. Now, when a roll runs out and a new one is put in the press, speed is reduced to the "inchng" point. There will be no reduction of speed with the new units.

Faster runs will make possible the printing of later news.

The new presses will be installed in the existing press room in two phases. Phase I will consist of the removal of three old units and the installation of four new units and a new folder. In Phase II the remaining three old units and the old folder will be taken out and the other four new units will be installed.

Sun promotes Stahl

Gene Stahl has been named sales and marketing manager of Sta-Hi. Stahl served in top sales management positions in the graphic arts division of Western Gear Corporation and was formerly marketing manager of Sun Chemical's machinery group.

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Let us put together a package of good used and new cold type equipment for you, including text and headline machines, waxers, etc. We'll help you select what is right for your plant at the price you can afford.

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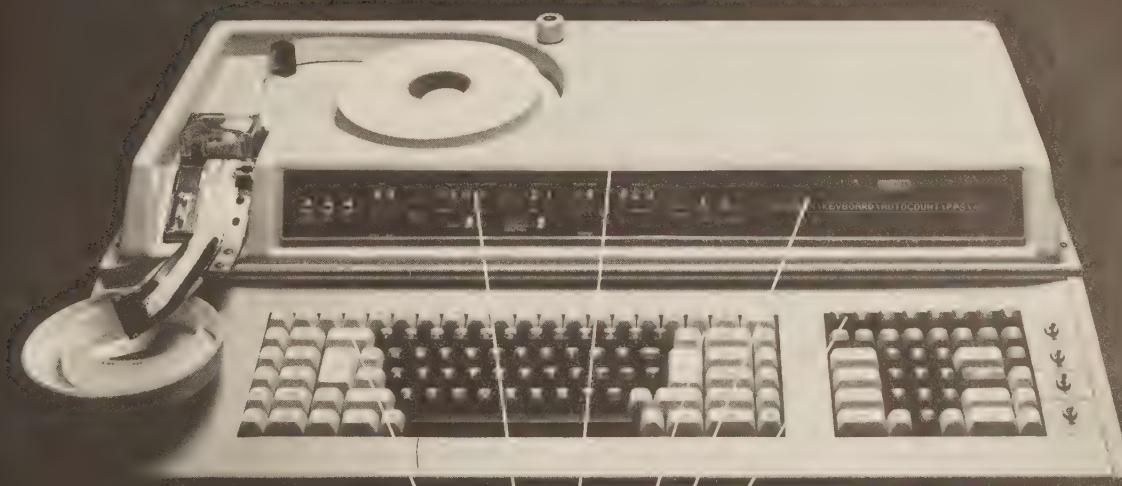


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These keys can store up to 32 full formats, and 16 of them can be combined with function or text codes. One keystroke and the complete format or text passage is punched automatically.

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See us in Booth "W" at the Great Lakes Mechanical Conference Jan. 20-23 at Chicago's Sherman House.

Virginia market converted to news plant

Approximately ten months after its conversion from a Thursday weekly to a tri-weekly published on Monday, Wednesday and Friday, the 103-year-old *Journal Messenger* of Manassas, Va., moved into a new publishing plant over the Labor Day weekend.

The plant, including the executive, business, advertising, circulation and editorial offices, was converted from a former grocery supermarket to its present form. The conversion required making the former front of the building the rear in order to conform to the requirements of the production departments.

What had been the rear was altered to form a colonial-style front. The large

plate glass windows which formed the front of the original supermarket now look into the press room allowing the public to stand on the street and witness the press in operation.

The move gave all departments badly needed working space. Approximately three fourths of the 7,500 square feet in the old building was occupied by the production departments which were housed on two floors. The other departments were also divided between the two floors.

In the new building, the approximately 11,500 square feet of floor space on one floor is divided on a 60-40 basis between the production and other departments of the newspaper.

The composing room employs one Mergenthaler keyboard and three other tap punchers operating with paper tape to handle the input. The tape is processed through a wide-range Linofilm Super Quick which operates at a speed of 4 newspaper lines per minute with types sizes ranging from agate to 72 point.

Most of the straight matter is processed through a Text Star unit which operates at 150 newspaper lines per minute. The process darkroom has a Brown Caravel camera and Pako film processor. The news department has its own photographic darkroom.

The plant also retains a linotype machine for setting classified ads and date lines. The composing room equipment was all moved over from the old building.

Presensitized plates prepared on Sumner Williams platemaker are used on a new six-unit Goss Community offset press with a Suburban folder which is equipped with a balloon former. A 50-H motor operates the press at a speed in excess of 20,000 copies per hour. Provision has been made to add additional units to the press at some future date.

The new press was installed when the building was ready and replaced a four-unit Goss Community. The old press, or one of the earlier models, had an average operating speed of 8,500 per hour. In addition to ample storage space for newsprint the press room also houses a Hans Mueller inserting machine.



Exterior of Journal Messenger plant.

**WILLIAM GINSBERG
ASSOCIATES**

Engineers

CONSULTATION **PLANT EXPANSION**
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of service . . . to the
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Ionics Control, Rayne acquire new properties

The Graphic Arts Division of Colight Inc., Minneapolis, has been sold to a newly-formed corporation, Ionics Control Inc., Troy, Ohio. Details of the purchase and price were not disclosed. Company headquarters and manufacturing facilities will be in Troy, Ohio.

ICI will manufacture a complete line of light tables, a magnetic packing gauge for offset presses, vacuum frames, printers, platemakers as well as the Colight vertical filing system, all under the new ICI name.

Rayne International Corporation has announced an agreement in principle to acquire ACROLith Systems, Inc., of Rutherford, New Jersey.

ACROLith Systems is a manufacturer of automatic offset platemakers. At the request of Eastman Kodak ACROLith recently developed a new plate processor for the new Kodak PMT metal plate.

New technology demonstrated at ANPA seminar

Over 100 representatives of newspaper and publication groups attended ANPA's first "Electronic Extras for the Newsroom" in Boston January 2-5. The seminar featured an updating for newsmen of the use of computer technology and an additional program for labor relations executives.

Newsmen and labor relations personnel viewed demonstrations of the newest electronic equipment at MIT, the *Boston Globe* and the *Worcester Telegram*. ANPA also set up a "hands-on" session including equipment from Harrington Intertype, Hendrix, ECRM, Datatyp, Comuscan and Mergenthaler.

The MIT demonstrations featured use of video terminals to produce instant placement of ads and instant call-ups of morgue material. The ANPA equipment demonstration centered on optical scanners and video display terminals.

A major section of the seminar was devoted to two practical panel discussions—one for newsmen on the operation of the new equipment and one for labor relations personnel on how to reconcile labor and technology.



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New products

The first Harris N-1650 offset press is now in operation at the *Norwich* (Conn.) *Bulletin*.

Cottrell Division of Harris-Intertype Corporation is now building the 16-page-per-unit press for newspapers in the 20,000 to 75,000-circulation range.

The Bulletin's average run is 38 pages, but its four-unit Harris N-1650 is capable of printing a 64-page, one-color edition for all the 36,000 Bulletin readers in just over an hour, including roll changes.

The new press is rated at up to 50,000 impressions per hour and will accommodate two plates (four pages) across and two pages around the cylinder. In addition, each unit is designed to permit direct lithography printing on one side of the web to provide maximum color flexibility.

Another daily and three weeklies are printed on the big press. Although circulation of the smallest weekly is just 2,000, printing such short-run work is practical, says Donald Oat, General Manager of The Bulletin, because waste is a "negligible factor" on start-up.

The four-unit press was erected in just 32 days.

* * *

Sta-Hi Division of Sun Chemical Corporation has introduced a new bottom wrapper which is designed to handle more than 40 bundles per minute.

The complete feed and cut cycle of the

bottom wrap sheet is completed before bundle pick-up occurs. The bottom wrapper is easily adjustable for sheet length and handles all standard diameter, width, weight, and color paper.

The machine is adaptable for standard bundle wrap or full three-quarter bundle wrap with a simple adjustment. It comes equipped for either right or left-hand loading.

The new pneumatically operated Sta-Hi bundle pacer can be used with any bundle distribution system or can be interlocked with the new Sta-Hi bottom wrap.

* * *

ACROlith Systems has developed a special plate processor for the new Eastman Kodak Metal Plate at the request of Kodak. The new plate processor was developed to handle the special properties of the new Kodak metal plate.

The Kodak PMT plate is intended to give superior quality to existing diffusion systems over much longer runs.

* * *

A new illuminated film punch, manufactured by Protocol Engineering Ltd., England, will be distributed by Chemco Photoproducts Company, Glen Cove, New York.

Applications in color work include pin registration before or after exposure and processing and punching masks, separation negatives, small combination flats, dropout masks, step-and-repeat flats, and multiple overlays.

Chemco will also distribute its new

Chemco Control Strip Printer which allows graphic arts cameramen to make their own control strips for automatic processors with the same film they are exposing in the camera.

The precision standard negative supplied with the Chemco Printer includes a continuous-tone step wedge that indicates relative line speed of the film and a halftone scale that indicates relative halftone speed as well as permitting evaluation of dot quality.

* * *

The Rotaprint Company has introduced a new full-featured offset press in the 14 x 20 inch size range. The R 38/50 is equipped with a stream feeder, three form rollers, pull side guides, a pre-loading feeder and chain delivery.

Scanners topic at Great Lakes

How scanner operations are being conducted on newspapers that have installed such equipment will be one of the important production topics under discussion at the Great Lakes Newspaper Mechanical Conference, January 20-23.

Francis Price of Gannett Newspapers will talk on scanner operations after one year of use. Bill Schaefer, *Waukegan (Ill.) News-Sun* will discuss the new installation of Datatype scanner and the Mohrtext video display terminal.

The new Intertype 2200 video layout system at the *Benton Harbor* (Mich.) *Palladium-News* also will be discussed.

R. D. Isham, *Kokomo (Ind.) Tribune*, will run down cold type use in his shop.

Abner Kirby, stereotype superintendent of the *Chicago Sun-Times* and *Chicago Daily News* plans a talk on "Let's give stereotyping a second look," and William C. Colbert, Williams Press Inc., Chicago Heights, Ill., will describe direct printing from photoengraved plates.

Classified advertising regeneration at the *Akron (O.) Beacon-Journal* will be dealt with by Mort Metzger and Edward Alterson, Economist Newspapers, Chicago.

Other pressroom, engraving and composing personnel are on the program in both metropolitan and non-metropolitan categories.

Wood Flong appoints two sales managers

Wood Flong Corporation, Hoosick Falls, N.Y., manufacturer of newspaper mats, has appointed an Eastern and a Western Sales Manager.

As Eastern Sales Manager, Jason R. Smith will headquartered in Atlanta, Georgia, and supervise all Wood Flong sales and service in 24 eastern states.

E. J. Smith, newly-appointed Western Sales Manager, will continue to headquartered in Northridge, California. He will be responsible for all Wood Flong sales and service in 25 Western states.

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BURGESS MATS
HELP YOU MAKE A GOOD IMPRESSION

Newspaper saves with platemaking idea

By Curt Harmon

On December 20, 1970 the final *South Bay* (Calif.) *Daily Breeze* letterpress newspaper was published, and on December 21, 1970 the offset *Daily Breeze* was born.

Our first month on offset, we made 2,141 plates while in August of 1972 we processed 10,522 plates. We owe much of our success in this transition to the foresight of our leaders, devoted personnel, a little luck and a lot of hard work.

One of the biggest assets in our success was the installation of Western Lithos' first Lith X poser, which was interlocked with their #38 Lith O plater in one automated line. With plate production always on the increase (our record production was 1,110 plates in a 12 hour period), the need for a second line of platemaking equipment was apparent.

Our limited floor space and the ever important dollar distribution for new machinery came lurking into full view. That's when an idea started to flow.

Someone said, "Wouldn't it be nice if we could find a way to turn our Lith X poser around so that it could accommodate a second plater and give us two full service units?" Production Manager Merle F. Yeager suggested mounting it on a swivel.

Our head machinist, Wayne Bean, was assigned to build it as economically as

possible. In constructing the swivel, Bean used the wheels off our old plate-trucks, left over from our now defunct stereotype department, plus a plate which he bolted to the floor with a one-inch shaft as a pivot. Wayne then welded the wheels to the underframe of the Lith X poser.

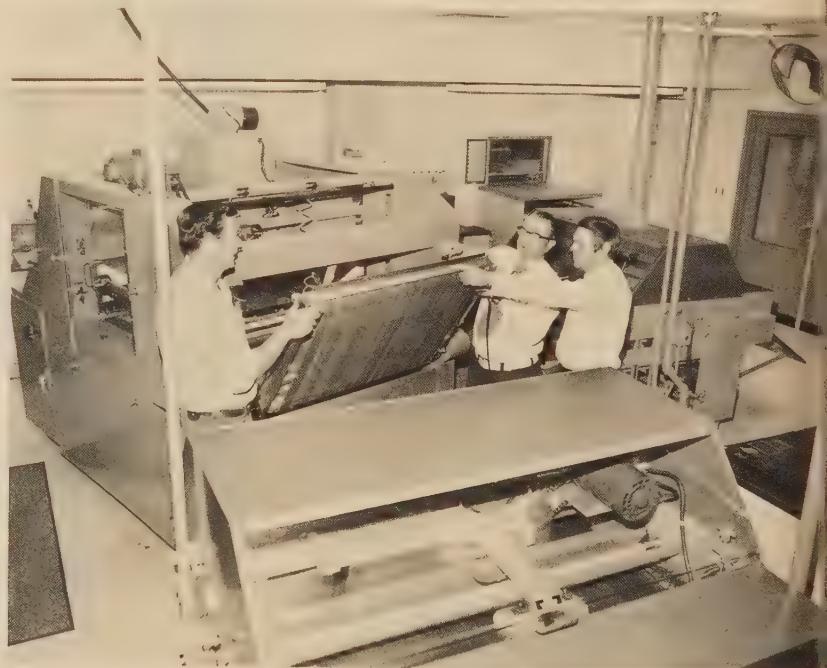
This innovation on a standard piece of equipment gave us the back-up insurance we desperately needed. We now have two flip-tops for burning our full colors, double trucks, color keys, etc., and an uninterrupted production line automation during peak volume days. I feel we now have a reasonably complete plate department, with little chance of failure through lack of machine power which could have prevented us from producing our paper. Our one Lith X poser can now be interlocked to run automatically with either one of our two Lith O platers.

On heavy production days, we use one

Lith O plater in an automatic mode, and one in a hand-fed operation. Now if either plater develops mechanical failure or needs maintenance, the other one can be easily utilized by "swinging" the Lith X poser over to service the other ever-ready plater for automatic production without any loss of time.

In developing and expanding this one idea into reality, we feel we have saved our paper the necessity of building a new area for the housing of necessary machinery. We have also saved approximately \$26,000, or 50% of the cost of installing a second Lith X poser, plus the maintenance costs of re-vamping our Plateroom.

Curt Harmon is the *Daily Breeze* Camera/Plate superintendent. The *South Bay Daily Breeze* is published in Torrance, Calif.



Wayne Bean, Machinist, and Curt Harmon, Camera/Plate Superintendent demonstrate the ease of positioning the Lith X poser to service either of the two platers while Merle F. Yeager, Production Manager looks on.

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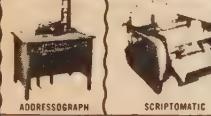
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Cutler-Hammer builds new Denver complex

Ground will be broken Jan. 15 for a new \$1.2 million plant and office for Cutler-Hammer's newspaper materials handling operations. The 83,000 square foot stone brick, glass and steel structure, will be located on an eight acre tract in Denver. It is expected to be ready for occupancy by August 1, 1973, according to George A. Rauch, General Manager of Cutler-Hammer, Denver.

C-MU design department gets \$100,000 typesetting equipment

The Carnegie-Mellon University department of design has received gifts of phototypesetting equipment totaling approximately \$100,000. The equipment includes eight major pieces, plus various accessory items, which will give design students much greater speed and flexibility in typesetting work.

According to Joseph Ballay, head of the department of design and associate dean of the College of Fine Arts, "We can now print any type size from 7 point to 72 point, and we have the capability to print a combination of 164 different sizes and faces of type."

The equipment is used in design classes teaching printing processes as they relate to the designer, including offset and letterpress printing. Among other projects,

students design and print their own books, including illustrations and copy.

The new phototypesetting laboratory set-up has three sections: a new Compugraphic 7200 display machine, and a Compugraphic Twin Lens 4961 text and headline machine, together with two dual-image Intermec keyboards, donated by the Compugraphic Corporation; a Varityper phototypesetter with perforating keyboard, a photo composing display machine, paper processor and a wax coater, donated by the Varityper Division of the A-M Corporation; and a used Photon ma-

chine, Admaster 200-A, donated by the Philadelphia Bulletin.

Each of the sections is an independent phototypesetting system which can produce finished copy from a keyboard in seconds. Each system, by different technical means, can produce a wide variety of sizes and type faces.

The equipment was obtained through the cooperation of William Garth, Jr., president of Compugraphic Corporation; Edward Hale, vice president of marketing, and D. M. Maxfield, district manager, Varityper Division of A-M Corporation; and Joseph M. Sanford, manager of procurement, building and safety for the Philadelphia Bulletin. Robert M. Campbell, president of Photon Incorporated, is arranging for more modern Photon equipment to be installed.



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The fastest, easiest and most economical way to put top quality color photos on every page of your paper is by direct screening separations. With the Carlson Enlarger Unlimited.

It's the fastest of all separation techniques. You'll have full color seps for even the one hour deadlines. Simply feed it a little information, and the Carlson Exposure Computer figures and controls the entire exposure—even for "flat" or tough newspaper copy. Since it's designed specifically for direct screening convenience, it's also easier to learn and use. With all of these advantages, it has to be the most economical.

And, best of all, predictable and dependable quality. Ask for a sample of direct screened color printed by a newspaper.

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13 selected to evaluate newspapers

A team of 13 evaluators, chosen from all segments of the journalism community, has been selected to conduct The New England Daily Newspaper Survey.

The evaluators will examine the region's 106 daily newspapers, the first systematic survey of a significant number of newspapers in the United States. The survey is supported by a \$45,252 grant to the University of Massachusetts at Amherst from the Markle Foundation.

Named as evaluators are:

Ben H. Bagdikian, visiting professor, School of Journalism, Syracuse University;

Edward Baumeister, reporter and media commentator for WGBH-TV, Boston;

Richard Blalock, former editor of the *Portsmouth (N. H.) Herald*;

James Boylan, contributing editor, *Columbia Journalism Review*;

Herbert Brucker, former editor of the *Hartford (Conn.) Courant*;

Edwin Diamond, media critic, the Post-Newsweek Stations, Inc., Washington, D.C.;

Miss Rebecca Gross, former editor of the *Lock Haven (Pa.) Express*;

Brooks Hamilton, professor, Department of Journalism, University of Maine;

John Herbert, former executive editor of the *Boston Herald-Traveler*.

Joseph V. Mahoney, former managing editor of the *Lawrence (Mass.) Eagle-Tribune*;

Melvin Mencher, associate professor, Graduate School of Journalism, Columbia University;

Alan Miller, chairman, Department of

Journalism, University of Maine; and Forrest Seymour, former editor of the *Worcester (Mass.) Telegram-Gazette*.

The survey is co-sponsored by the New England Daily Newspaper Association, the New England Society of Newspaper Editors and the regional chapter of Sigma Delta Chi, the professional journalism society. Joseph Cohen is executive secretary for the survey.

The evaluators will be responsible for collecting comparative data and writing critiques of each paper. The final report of The New England Daily Newspaper Survey is scheduled for publication in late May, 1973.



NAMED DEAN—Henry F. Schulte, former foreign correspondent and wire service editor, has been appointed dean of the S. I. Newhouse School of Public Communications, Syracuse University, effective January 15. Schulte, 48, has been acting dean since 1969. He began his career in 1952 as a reporter and feature writer on the Ann Arbor (Mich.) News. In 1954, he joined UPI in London. In 1964 and 1965 he was an editor in UPI's Latin American service in New York.

Aviation award

A new award has been established by the Aviation/Space Writers Association that will be presented annually to recognize long years of achievement in aviation writing and/or public relations. The award is named in memory of Lauren D. Lyman, who was with the *New York Times* from 1919 to 1937, winning a Pulitzer Prize in 1936, before going with United Aircraft Corp. in 1938. He died in July, 1972. United Aircraft is sponsoring the award and nominations can be made by letter to Warren H. Goodman, chairman, Lauren D. Lyman Award Committee, Room 1527, 111 Eighth Ave., N.Y. 10011 on or before January 31, 1973.

20th newspaper is acquired by Walls

The Chronicle Herald Publishing Company, publishers of the *Macon (Mo.) Chronicle Herald*, has been sold by Frank P. Briggs to Carmage Walls and Associates of Montgomery, Ala.

Chronicle Herald has been owned by Briggs since 1924. The Herald, which becomes the 20th paper acquired by Carmage Walls, is an evening paper with a circulation of 4,664.

Briggs' son, Tom Briggs, will replace his father as publisher, while Briggs' grandson, Jack, will become editor. Briggs himself will continue to write his "It Seems To B." column which appears daily in the paper.

No major editorial or personnel changes are expected, although business manager F. M. Sagaser has retired. Walls vice-president Tom Ricketson will assume presidency of the publishing company.

NOTICE: Fire Fighters Awards Contest

The contest honors news media for reporting and photography that best portray the professional and hazardous work of the Fire Fighters in the U.S. and Canada.

Six categories, each with a first prize of \$500 and second prize of \$250.

Material published between Jan. 1 and Dec. 31, 1972, is eligible. Entry deadline is March 15, 1973.

Further information available from your local Fire Fighters Union or:

Awards Contest
International Association
of Fire Fighters
1750 New York Ave., N.W.
Washington, D. C. 20006

Frany winners named

Winners of the annual Fashion Reporters Award (Frany), New York were presented to newspaper writers in 4 circulation categories.

Category I—20,000-60,000, Judith Clemane, *Palm Beach Post*;

Category II—61,000-150,000, Lois Fegan, *Jersey Journal*;

Category III—151,000-400,000, Judy Lunn, *Houston Post*;

Category IV—over 400,000, Eleni Sakes Epstein, *Washington Star-News*.

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Journalism scholarship set up in memory of Paul Miller's parents

Gannett Co. chairman Paul Miller has established a memorial scholarship at Transylvania University to honor his late parents, The Rev. James M. Miller and Clara Ranne Miller.

Both Rev. and Mrs. Miller were stu-
dents at Transylvania. The purpose of
the scholarship, of an undisclosed sum,
will be to assist students in journalism
and communications.

The scholarship will be known as the
James M. and Clara Ranne Miller Schol-
arship.

Two years ago, Miller established a
journalism scholarship program at Okla-
homa State University, his alma mater.

National health care reform— a challenge for the 93rd Congress.

The enactment of realistic, long-term health care legislation is a complex, but essential task for the 93rd Congress. Present programs are not working. They're inadequate, inefficient and archaic. Major administrative and legislative changes are urgently needed if our entire medical care delivery system is not to collapse.

Health care costs are skyrocketing. There's been a fivefold increase over the past two decades. During a four-year period the average expenditure per patient day in general hospitals climbed from \$48 in 1966 to \$81 in 1970. Americans paid out \$75 billion for medical care in fiscal 1971. That's 7.4 percent of the Gross National Product!

The root problem is to be found in two areas: the orientation of our present system—both in treatment and reimbursement mechanisms; and a reluctance by physicians and patients to use available alternative facilities. About 25 percent of the patient population are treated in facilities which are excessive to their needs. The practice is estimated to have represented an economic waste of \$3 billion in 1970.

Our present health care system is geared to handling short-term, or acute illness. There is almost a total lack of insurance—government or commercial—that provides adequate coverage for comprehensive, long-term health care. *Medicare* and *Medicaid* are both ineffective and inadequate. Due to the design of their reimbursement mechanisms they promote the use of costly acute care facilities.

More than 700,000 Americans are long-term hospital patients. Over one million more are patients in nursing homes. Tragically, nearly 20 million additional people in the United States are not receiving adequate care, even though they have disabilities severe enough to restrict or prohibit their major activities. Four out of five of these persons are over age 65. This segment of the population, with their increased vulnerability to chronic diseases, is growing. In 1900 the ratio of persons in the U.S. aged 65 or older was one in 25. Today, it's one in 10. This group represents the nation's current major health problem.

In recognizing the nation's need of a new policy for long-term health care, the American Nursing Home Association is recommending to the Congress a bold, new program called CHRONICARE. We believe it can make a major contribution to a revitalized and redirected national health care system.

CHRONICARE is not merely a new type of payment program, but rather a comprehensive system of health services. Its concept envisions the use of modern nursing homes as health care centers to provide a broad range of services to a specific population in a defined geographic area.

A CHRONICARE center would offer services especially designed for the chronically ill and disabled, including comprehensive diagnostic, medical treatment, day care, rehabilitation, supportive, and community outreach services.

A key component of a CHRONICARE center would be the therapeutic service team of professional personnel in the fields of medicine, psychiatry, social work, and physical therapy, which would establish a total care plan for each patient.

We believe that with Congressional approval of the CHRONICARE plan—with its expanded mission for nursing homes and additional health services—America can end its historic and tragic neglect of the chronically ill and disabled.

We care!

We'd like to tell you more about CHRONICARE. To do this we've produced reprints of our earlier messages in this continuing advertising series and an informative booklet: "CHRONICARE—A National Plan For Long-Term Health Care." They are available upon request, free of charge.

AMERICAN NURSING HOME ASSOCIATION



Suite 607
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036

New Orleans

(Continued from page 12)

Still there were two more to be met, and the snipers were reportedly still active.

This time Ed Anderson went out, with John McMillan, who joined him after racing in from Biloxi, Miss., where he had been covering a seminar on the American correctional system. With the first deadline gone, more reporters moved back out to the scene to cover the police's continuing attempts to flush the snipers onto the exposed roof.

Segura and Laplace went back to the hotel (they would be out all night); Keith returned for more color updates, and I returned, ready to act as wild card.

Gunman killed

Together we watched as an armored helicopter hovered over the hotel roof spraying the snipers protected position with machine gun fire, finally killing one gunman.

New leads were phoned back into Martin, who had ripped out 1,200 words of copy on deadline, and who remained to polish and incorporate the new information.

Finally, the first press conference of the day was called by the police chief, mayor and assistant fire superintendent.

The conference was called after the final edition's deadline, but editors held again this time for 40 minutes, to wait for an official account of what had happened.

The presses just about turned on time again, with the press conference quotes from the mayor and police chief riding in the lead story.

Incident called unique

Later Tunstall, veteran of 20 years with the Associated Press, tried to recollect his thoughts, seeking some sort of perspective. It may have been a little difficult, for his men had turned out 11 leads that day.

"This story was unique in my experience," he remembered, "because for the first time in my career—25 years as a newsman—a whole town was paralyzed with what now looks like one madman.

"Never in my experience has an entire business district, a central core of a city, been completely paralyzed by a news event, the way this one was."

•

Candidates must show ads to foes in Penna.

Pennsylvania Governor Milton J. Shapp has signed a bill requiring political candidates to notify their opponents of the content of ads, appearing within the last 48 hours prior to an election, in which the opponent is mentioned.

The law will also apply in the case of broadcast ads. The bill originally placed the responsibility of notifying candidates on the newspapers and broadcasters but was amended to return the responsibility to the candidate.

Delaware Today sold

Christopher L. Perry, onetime chief of the Wilmington (Del.) *News-Journal's* Dover bureau and columnist, has acquired *Delaware Today*, a monthly magazine from John W. Rollins and Associates. Perry is co-owner of The Agency Inc., a Wilmington public relations firm which he is leaving to devote full time to the magazine.

Past Week's Range of Stock Prices

NEWSPAPERS

	1/3	1/10
American Financial Corp. (OTC)	19 1/2	19 1/2
Booth Newspapers (OTC)	29 1/2	31
Capital Cities Bdcstg. (NYSE)	62	59 1/2
Com Corp. (OTC)	7	6 1/2
Cowles Comm (NYSE)	9 1/2	9 1/2
Dow Jones (OTC)	44	43
Downs Comm (OTC)	57 1/2	53 1/2
Gannett (NYSE)	37 1/4	37 1/2
Harte Hanks (OTC)	27	27 1/2
Jefferson-Pilot (NYSE)	68 1/4	67
Knight (NYSE)	54 1/4	55 1/2
Lee Enterprises (AMEX)	22 1/2	23 1/4
Media General (AMEX)	39	38 1/4
Multimedia (OTC)	27 3/4	29 1/4
New York Times (AMEX)	14 1/2	14
Panax (OTC)	8 1/2	8 1/2
Post Corp. (WISC.) (OTC)	16	17 1/2
Quebecor (OTC)	9 1/4	10 1/2
Ridder Publications (NYSE)	24 1/2	28
Southern Press (CE)	30 1/4	31 1/2
Spiegel (OTC)	17 1/2	16 1/2
Thompson Newspapers (CE)	13 1/4	13 1/2
Time Inc. (NYSE)	62 1/2	59
Times Mirror (NYSE)	25	24 1/2
Toronto Star (CE)	71	70 1/2
Washington Post (AMEX)	36 1/4	33

SUPPLIERS

Abitibi (CE)	10 1/2	10 1/2
Addressograph Multi. (NYSE)	34	33
Alden Electronics (OTC)	1 1/2	1 1/2
Altair (OTC)	47 1/2	53 1/2
Ball Corp. (OTC)	21 1/2	21 1/2
B. C. Forest (CE)	23 1/2	24 1/2
Berkley Photo (NYSE)	22 1/2	21 1/2
Boise Cascade (NYSE)	12 1/2	11 1/2
Compugraphic (AMEX)	31 1/2	27 1/2
CompuScan (OTC)	11 1/2	10 1/2
Crown Zellerbach (NYSE)	29	28 1/4
Cutler-Hammer (NYSE)	48 1/4	50 1/2
Dayco (NYSE)	19 1/2	18 1/2
Digital Equipment (NYSE)	93 1/4	97
Domtar (AMEX)	18 1/4	18 1/2
Dow Chemical (NYSE)	102 1/8	104 1/4
Dymo (NYSE)	23 1/8	24 1/4
ECRM (OTC)	23	22 1/2
Eastman Kodak (NYSE)	149 1/4	148 1/2
Ehrenreich Photo (AMEX)	17 1/2	18 1/2
Eltra (NYSE)	33 1/4	33 1/2
General Electric (NYSE)	73 1/2	73
Georgia Pacific (NYSE)	37 1/2	36 1/4
Grace, W. R. (NYSE)	27 1/2	27 1/2
Great Lakes Paper (CE)	20 1/4	20 1/4
Great N. Nekoosa (NYSE)	53	51 1/4
Harris Interplay (NYSE)	46 1/2	46 1/2
Immonit (NYSE)	97 1/2	105 1/2
International Paper (NYSE)	41 1/2	41 1/2
Itel Corp. (NYSE)	53 1/4	49 1/2
Kimberly Clark (NYSE)	41 1/2	41 1/2
LogElectronics (OTC)	53 1/2	53 1/2
MacMillan, Bloedel (CE)	25 1/4	26 1/2
Milgo Electronics (AMEX)	24	22 1/4
Millmaster Onyx (AMEX)	12	12
Minnesota Min. & Mfg. (NYSE)	85 1/4	86 3/4
No. American Rockwell (NYSE)	32 1/2	31 1/2
Photon (OTC)	6 1/2	6
Richardson (NYSE)	16	15
Singer (NYSE)	73 1/4	71
Southland Paper (OTC)	17 1/2	17 1/4
Southwest Forest Ind. (NYSE)	11 1/2	10 3/4
Sun Chemical (NYSE)	23 1/8	23 1/2
Wheelabrator-Frye (NYSE)	23 1/8	21 1/2
White Consolidated (NYSE)	20 1/2	21 1/2
Wood Industries (AMEX)	16 1/4	20 1/2

ADVERTISING AGENCIES

Doremus (OTC)	12	11 1/4
Doyle, Dane, Bernbach (OTC)	22 3/4	23 1/4
Foot, Cone, Belding (NYSE)	13	12 1/2
Grey Advertising (OTC)	16 1/4	16 1/2
Interpublic Group (NYSE)	24 1/4	24 1/2
Needham, Harper & Steers (OTC)	23 1/2	25 1/4
Ogilvy, Mather (OTC)	32 1/4	32 1/2
PKL Co. (OTC)	2 1/2	2 1/2
J. W. Thompson (NYSE)	24 1/4	23 1/2
Tracy-Locke (OTC)	5 1/2	6
Wells Rich Greene (NYSE)	21	20

Deaths

ALICE FREIN JOHNSON, 72, former chief Washington correspondent for the *Seattle Times*, and past president of the Women's National Press Club; January 4.

* * *

C. LAURENCE SHEPLEY, 79, former city editor, the *Harrisburg (Pa.) Patriot*, and long-time insurance agent. He was father to Time-Life president James R. Shepley; December 30.

* * *

THEODORE A. EDIGER, AP Latin American editor in Miami.

* * *

TOM SIMS, 74, King Features Syndicate columnist, and the text writer for the "Popeye" strip; recently.

* * *

FREDERICK N. GERHARDT, 59, mechanical superintendent, *Carlisle (Pa.) Evening Sentinel*; December 15.

* * *

JAY ALLEN, 72, retired correspondent for the *New York Post*, *Chicago Tribune* and North American Newspaper Alliance; December 20.

* * *

THOMAS P. PAPROCKI, 71, retired AP cartoonist, responsible for "Sports Slants" feature; January 4.

* * *

ROYAL DANIEL, JR., former city editor for the *New York Daily Mirror*, and managing editor for the *Pittsburgh Sun Telegraph*; January 2.

* * *

NANCY GUGGENHEIM WILLIAMS, 57, daughter of the late Harry F. Guggenheim, the publisher of *Newsday*; January 2.

* * *

BERTHA WELLMAN, 65, retired industrial editor for the *Cleveland Press*; December 27.

* * *

HERBERT MASSEY PECK, 93, former general counsel for the Oklahoma Publishing Co.; December 27.

* * *

PAUL RAYMOND WADE, 65, publisher of the *Elk City (Okla.) Daily News*, former editor and advertising manager, *El Reno (Okla.) Tribune*; December 27.

* * *

FRANCIS P. FEENEY, 77, Attleboro (Mass.) *Sun* reporter and feature writer for the past 49 years; December 24.

* * *

GEORGE W. MCVEY, 75, retired editorial page director of the *Butte (Mont.) Standard*, author of famed "What is Montana?" editorial; January 3.

•

Oregon weekly sold

The *Tillamook (Ore.) Headlight-Herald* was sold January 1 by George Moore to the HH Publishing Co. David Juenke, a principal in the firm and owner of the *News Guard* in Lincoln City, Ore. has been named publisher of the Headlight-Herald. Two other HH principals, Lee Irwin and Walter Taylor are co-owners of *Gresham Outlook*, *Sandy Post*, and *Newport News-Times*, all in Oregon.

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Eureka

(Continued from page 16)

district, made it clear why the town soon grew to some 10,000 people, with three newspapers, 125 saloons, 25 gambling houses, two volunteer fire companies and even nine—yes, count 'em, nine—cemeteries.

In the first seven years the mines netted over \$20 million on a capital investment of \$1.5 million. In 1878 alone Wells, Fargo shipped almost \$7 million worth of bullion out of Eureka. Total output, as reported to the tax collector, was some \$135 million in less than two decades. How much more was not reported

to the tax people is anyone's guess, according to a contemporary account.

Skillman and McKenney's Sentinel thrived on the boom, going tri-weekly later in its first year, then going daily on June 1, 1871. The paper changed hands several times in the first couple of years, but in 1876 Abraham Skillman bought it again and the paper remained in his family's hands until 1944.

As the mines played out and the town declined, the Sentinel declined with it. In 1887 the daily issue was suspended and the Sentinel's weekly edition was right back where it had started in 1870 as the town's sole paper.

Founder Abraham Skillman died in 1900 and the paper—by now a typical Western small-town weekly—went to his son, E. A. Skillman, who ran the paper

until 1941. E. A.'s son Edward left Nevada to become a *New York Times* Linotype operator, according to local residents. The other son, Willis, took over the Sentinel from his father but ran it for only four months before he died.

E. A. Skillman picked up the reins again until 1944, when he leased the Sentinel for one year with option to buy to a former employee, Edward Moyle, who had helped install the Linotype in 1915 and later learned how to run it. (At the time, Moyle recalled later, he was paid 50 cents a week.)

Moyle bought the Sentinel from Skillman just before the latter died in 1945. Moyle ran the paper until his death in 1960, when the name and goodwill of the Sentinel were sold to Ira Jacobson, publisher of the *Tonopah (Nevada) Times Bonanza*. The Moyle family retained the building and equipment. The Eureka Sentinel now is edited and printed in Tonopah, 165 miles away; a long-time Eureka resident sells ad space to local merchants and covers local news. (E&P, 9/23/72) The building has changed hands several times since 1960 and now is owned by an Elko, Nevada, auto dealer.

New local sheet

Eureka is not without a locally produced paper, though. A young couple from the San Francisco Bay Area, Dor and Linda Critchell, were shown through the old Sentinel building by local friends in March 1971. Though the building had been unused for a decade and weather and vandals already had damaged it and its contents, the Critchells fell in love with it and, though neither had any real newspaper experience, decided to turn it into a combination working newspaper and museum.

They moved into the long-vacant upstairs apartments, cleaned off part of the equipment, and launched the *Eureka Miner* on June 11, 1971. The ordeal of printing with ancient equipment and limited letterpress knowhow caused them to switch to offset.

At first they had the pages set and pasted up in Winnemucca 190 miles to the northwest. From there they took the camera-ready pages to Carson City, another 190 miles, for plate-making and presswork. Then they hauled the finished papers the 245 miles back to Eureka, a two-day, 625-mile marathon which left them exhausted and with little time to sell ads and write and edit the news. Now their office is in the historic Brown Hotel where they set their own copy on a Vari-typer, do their own pasteups, and have the camera and presswork done in Ely, a mere 78 miles to the east.

The Critchells found the old Sentinel building too hard to heat and too accessible for surrounding wildlife (Linda once had a confrontation with a bobcat in her kitchen), so they moved to a more comfortable mobile home nearby.

Since then the old Sentinel building and its historical equipment—in wild disarray but still useable, with some intensive cleaning and maintenance—sits cold and vacant, snow piling on its shaky roof and water oozing its way toward the history-covered walls below.

REUTERS new service for business pages... BUSINESS BEAT

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REUTERS REUTERS REUTERS

Humorist finds answers to serious questions

By Mark Mehler

The letter is from four year-old Tanyaacham of Columbus, Georgia: "To whom this may be concerned," it begins, "ow come it only took seven days to make the world, when sometimes it takes couple of months longer just to build a use?"

Heather Cameron of London, Ontario, asks, "Where did England get its name?" And little Karen McGarry of Musgon, Michigan, wonders why the "English language is different from what people usually say?"

Tough questions, but then kids always have a knack for getting right to the art of the matter.

As author of the AP Newsfeatures, "Junior Editors Quiz," which appears weekly in over 200 newspapers Monday through Saturday, it is Joe Cunningham's job to answer those questions that stump parents and teachers. The above are only a sample of the 1,000-5,000 letters he receives each week, primarily from children 9-13. The subjects run the gamut from "how do I get freckles?" to "what is a galaxy?"

With the help of his wife, Kathleen Cunningham, they go over each letter before selecting six per week for his column, which consists of a panel cartoon and 200-300 words of copy.

"Unfortunately I can't use them all. Sometimes I get hundreds on one topic, like the red tide a few weeks ago, and I only take one." Children having their questions selected receive \$10 and a copy of AP's *World Yearbook*.

The questions are researched thoroughly ("I usually spend about four days") and the columns mailed out in one batch only.

Cunningham readily admits that the assignment is the toughest he has ever had. An artist primarily, he has spent nearly all of his 32 years with AP as a humor cartoonist, including 15 as creator of the daily panel "Buckley".

Educated in art at Pratt Institute in Brooklyn, he spent his first three years with the organization as an apprentice artist before entering the Army in 1942, where he was a combat correspondent and artist for *Yank*. In addition, he served as paratrooper, making five combat jumps, including Omaha Beach during the Normandy Invasion.

Returning to AP in 1945, he worked on one-shot humor panel originally titled "Let's and Run" and later changed to "Buckley."

A round and jolly man, Buckley looked remarkably like Cunningham himself, and is inevitably pictured in some kind of whimsical predicament; which, coincidentally, was for many years Cunningham's sideline job and hobby. Each year, in fact, he would work one week at the Ringling & Bailey circus in New York; not just as a clown, but as a designer of sets



Joe Cunningham

and circus props.

When the AP discontinued comics in 1960, Joe went to work as a staff artist, illustrating a wide variety of stories. In 1970, at the request of Keith Fuller, vice-president and assistant general manager, who knew of Joe's fondness for kids, he took over the late Colton Waugh's "Junior Editor" column.

Says Joe, "I'm working much harder than I ever have. Doing Buckley didn't require all this research and writing. I could turn out twelve or more in the time it takes to do six junior editors. This year, I had to work Christmas day."

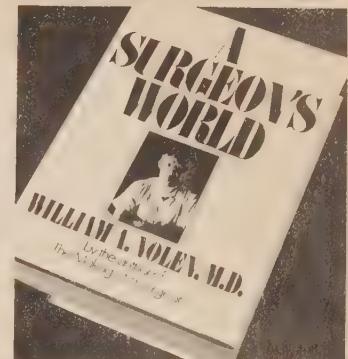
Answering the queries of curious children is no joke to him. Although he does most of his research in the local Larchmont, New York, public library, occasionally more in-depth research is needed. To answer difficult questions on animals, for example, he will trek to the Bronx Zoo; or there is the time he called astronaut Alan Shepard for the answer to a tricky space question. For when it comes to accuracy, he is a stickler. Very rarely, if ever, does he receive mail correcting mistakes.

NEA acquires rights to book about death

Newspaper serialization rights to a new book by David H. Hedin, "Death as a Fact of Life", have been acquired by Newspaper Enterprise Association for release in five installments, beginning February 26.

Hedin, 27, is NEA's award-winning science editor, and with the latest book to be published January 29 by W. W. Norton, will have written four books in his three years with the service. The latest book deals with key moral, social and scientific issues on the topic of death.

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DAILY/WEEKLY COLUMNS by top Detroit magazine editor (ABP award winner; own daily radio show). Variety of inside Detroit information—opinion, forecasts, humor, news—with universal appeal. Samples from Cummins Publishing Company, 21590 Greenfield, Oak Park, Mich. 48237.

BIRTHDAY CALENDAR

FAMOUS BIRTHDAYS—Local angle pulls mail. Test with samples, \$2.00. Box 53, Editor & Publisher.

COMIC STRIPS

"SASSAFRAS TEA"—Best strip in years. For details write: Bob Howard Enterprises Inc., 3128 Dunloe Rd., Columbus, Ohio. 43227.

HUMOR

"GEE WHIZ, BOSS"—Weekly humor feature by Eleanor Harris, nation's funniest gal. Hilarious account of swinging secretary who sees all bosses as husband material and all husbands as immaterial. Now in 21 newspapers. Samples: Eleanor Harris, c/o Miami Review, P.O. Box 589, Miami, Fla.—33101.

ANNOUNCEMENTS

BUSINESS OPPORTUNITIES

MAGAZINE

SEMI-ANNUAL

REQUIRES CAPITAL

Subscription orders (throughout North America) in excess of \$ million per issue. BPA audit applied for. Immune to postal increases with unlimited expansion potential. Highly efficient low-cost operation. Exceptionally high profit margin expected. Completely ready for press. \$100,000 required from investor. Contact (914) 375-0555.

NEWSPAPER APPRAISERS

APPRaisALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

NEWSPAPER BROKERS

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

LEN FEIGHNER AGENCY
Box 189, Mount Pleasant, Mich. 48858.

Negotiations for sales, purchasing, appraisals of newspapers our business.

CLARENCE W. TABB & ASSO.,
6614 Rutgers Street
Houston, Texas 77005
Ph (713) 664-9414

The DIAL Agency, 1503 Nazareth, Kalamazoo, Mich. 49001. Ph: 349-7422; "America's No. 1 Newspaper Broker."

MUSIC/RECORDS

GRAB A PIECE of the multi-million dollar record/tape buying audience. Stimulate record/music advertising. Top international music editor has daily/weekly columns on all facets of the music industry including exclusive interviews with the top international recording artists and personalities. Photos included. For information and samples: Box 72, Editor & Publisher.

RELIGIOUS

PUBLISHERS and Advertising Managers: After over 40 years of the old "canned" church features, there is now something new and fresh and profitable in this field. Zone 6, 7 and 8 contact F. L. Conway, Box 17, Editor & Publisher.

TV LOG

WE CAN SUPPLY YOU with a weekly TV Program Log complete with network storylines and movie highlights. Only stations viewed in your area are included. Material is sent to you already typeset in camera-ready veloxes, set 12 pica measure and arrives in your plant at your specified deadline. Our 10 years experience producing complete and accurate TV Logs speaks for itself. Samples and rates. Box 940, Editor & Publisher.

ANNOUNCEMENTS

NEWSPAPER BROKERS

JOSEPH A. SNYDER, BROKER
Western, Mid-Western Newspapers
2234 E. Romneya, Anaheim, Cal. 92806

ROBERT N. BOLITHO, newspapers, magazines, appraisals, consulting. Krehbiel-Bolitho Newspaper Service, Box 133, Emporia, Kans. (316) 342-5280.

SYD S. GOULD ASSOCIATES
"the broker with instant buyers"
SALES, SERVICES, MANAGEMENT
134 S. Panama St., P.O. Box 7267
Montgomery, Ala. (205) 262-2411

CONFIDENTIAL NEGOTIATIONS
for purchase and sale of
Daily NEWSPAPERS Weekly
in Eastern states

W. B. GRIMES & CO.
National Press Building
Washington, D.C. 20004
(202) NAtional 8-1133

BILL MATTHEW COMPANY
Conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 daytime; (813) 733-8053 nights; or write Box 3364 Clearwater Beach, Florida 33515. No obligation, of course.

MEL HODELL, Broker
Sales-Appraisals-Consultation
1388 N. Euclid, Upland, Calif. 91786

NEWSPAPERS FOR SALE

Rocky Mountain Newspapers
BILL KING ASSOCIATES
2025 Foothills Rd., Golden, Colo. 80401.
(303) 279-6346

CLASSIFIED ADVERTISING

Order Blank

Name _____

Address _____

City _____

State _____ Zip Code _____

Authorized by _____

Classification _____

Copy _____

Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N. Y. 1002

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

REA 1 WEEKLY and shop, own Web offset press facility. \$60M and growing. Includes presses, 2 buildings, land and cold type equipment. Box 61, Editor & Publisher.

EKELY NEWSPAPER in south Mississippi grossing \$95,000 printing central plant. \$110,000. Real estate available. Box 1, Editor & Publisher.

OUNTAIN STATE DAILY, new 2-unit set press, photocomposing machine, owing area, scenic sportsman's paradise, \$90,000 down, financial references. J. A. Snyder, Newspaper Worker, 2234 E. Rommey Dr., Anaheim, Calif. 92806.

ONE 4: Weekly duo, \$700M plus over, county legal since 1800's, latest feet, hi-income, hi-growth locale, could go daily, financial references. Box 1577, Editor & Publisher.

ESTERN SLOPE COLORADO offset weekly. Uses central plant. \$11,000 rms, \$2,000 down. Box 1729, Editor & Publisher.

REA 3—Sparkling weekly, established 1888, average 10 pages standard, int'd offset, includes job shop and typeset web. Real estate available, less \$67,000, \$2,200 paid. Health care sale. Box 931, Editor & Publisher.

AVAILABLE
newspapers, radio, TV, CATV, banks, ring & loans. Write fully:
J. N. WELLS & COMPANY
O. Box 54 Wheaton, Ill. 60187

NEWSPAPERS WANTED

EKELY NEWSPAPER Zone 6. Pre-offset, contract printing. Write Al, rd, Box 973, Norman, Okla. 73069.

EKELY or small daily in Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Arizona or New Mexico. Sealed newsman with best references lots on ball. Write in confidence Len Davis, 255 Weymouth St., Cambridge, Calif. 93428.

3 HAVE QUALIFIED BUYERS for lies and large weeklies. Information entirely confidential.

DIXIE NEWSPAPERS, INC.
O. Box 490, Gadsden, Ala. 35902
Ph: (205) 546-3356

EKING to establish partnership on DM plus weekly with option to buy all class daily also will be considered. Prefer area north and/or west Ohio. Age 29. Comprehensive experience. Box 44, Editor & Publisher.

EKINENCED NEWSPAPERMEN would like to acquire several weeklies Zone 4. If you have one for sale, write to Box 87, Editor & Publisher.

I HAVE SOLID BUYERS FOR DAILIES AND WEEKLIES newspaper Service Company, Inc.
Dr. 12428, Panama City, Fla.

REGE NEWSPAPER owner wants add small to medium paper up to million cash if seller prefers cash. complete confidence. Deal direct. 9, Editor & Publisher.

RIODICAL SUBSCRIPTIONS

ELANCER'S NEWSLETTER: the monthly forum where publishers discuss their needs for freelance on editorial/graphics projects. An valuable tool for writers, artists, photographers, indexers and all freelance in publishing. \$16.00 ly. New Subscription Department, W. 57th St., New York, N.Y. 9.

MACHINERY & SUPPLIES

COMPOSING ROOM

COMPUGRAPHIC MODEL 2961TL-factory reconditioned, installed and guaranteed. Available now at good savings. For further information contact: Inland Newspaper Machinery Corporation, 1720 Cherry Street, Kansas City, Mo. 64108. (816) 221-9060.

CAN'T GO OFFSET? Letterpress better with *jmd*Aluminum Base, 3444 Country Club Dr., Medina, Ohio 44256.

2 PHOTON 560's, perfect condition, 4 discs, best offer. Press Publications, 112 S. York St., Elmhurst, Ill. (312) 824-0900.

FOR SALE—PHOTON 560. Two disc with duplicates, twelve sizes—6, 8, 10, 12, 14, 18, 24, 30, 36, 48, 60, 72. Can be seen in operation now.

INTERTYPES—Three G-4's, one F-4, one F-4, All in good condition. EL-ROD—Model F, gas pot.

REMELT FURNACE — Gas, 2400 pound, Dumperin Power Lift.

WANTED TO BUY—Small paper cutter.

Contact: John Brooks
Newark Advocate
25 West Main St.
Newark, Ohio 43055
Ph: (614) 345-4053

COMPUGRAPHIC MODEL 4961TL and Model 7200 Headliner—factory reconditioned, installed and guaranteed. Savings up to \$2,000. Immediate shipment. For further information contact: Inland Newspaper Machinery Corporation, 1720 Cherry Street, Kansas City, Mo. 64108. (816) 221-9060.

JUSTOWRITERS, rebuilt by Friden trained personnel. Large selection of type styles. Flexowriters—Input units for computers, FHN Business Products, 1500 Kings Highway, Cherry Hill, N.J. 08034 (AC 609) 428-3223

820 HEADINER, 7 Typemasters, Model 30 waxer, 1010F Variertyper, 10 Fonts, all like new, will sacrifice. Richard Brown, 128 W. 5th, Hutchinson, Kans. 67501. (316) 556-8902.

PHOTON 513
12 lenses, 2 discs, high speed leading unit. This is a reverse reading machine. Will sell for best offer before February 1, 1973.

George Knight
National Business Services, Inc.
Second and Clearview Ave.
Trevose, Pa. 19047
(215) 355-5800

LINOTRON MODEL 505C (computer model) complete with grids, fonts, and spare parts. Installed late 1971. Inspect while still in operation. Complete maintenance log available. Excellent condition—excellent savings! For further information contact: Inland Newspaper Machinery Corporation, 1720 Cherry Street, Kansas City, Mo. 64108. (816) 221-9060.

JUSTAPE COMPUTER, serial #2265, autophony, wire service converter, bi-directional reader, 713 format control kit, spare parts kit, excellent condition. Original cost \$32,000. Make offer to Ron Linden, Observer-Dispatch, 221 Oriskany Plaza, Utica, N.Y. 13501. Call (315) 797-1111.

ALI MODELS
Linotypes—Intertypes—Ludwigs
PRINTCRAFT REPRESENTATIVES
136 Church Street, N.Y., N.Y. 10007

USED PHOTON 200B ADMASTER Complete typesetting department in one machine. Sets 6" to 72" mixing 16 styles. A versatile machine used by thousands for newspapers and commercial composition. With 1 disc complete, \$6,500. Also one other Photon Model 200A, 5" to 24" with disc, complete, \$4,200. Contact Mr. Remaley, Litho-Type Co. (312) 474-5423.

MACHINERY & SUPPLIES

COMPOSING ROOM

JUSTAPE STANDARD S/N 2024, with spare reader, spare punch and spare parts kit. Fairchild Scan-Graver with 700 sheets of 8" x 10" plastic, Comets S/Ns 1107 and 861 with TTS units. Hammond striping saw, turtles, chases and galley. Contact Bill Metzfield or Dale Eberly, Public Opinion, 77 N. Third St., Chambersburg, Pa. 17201. Phone (717) 264-6161.

JUSTOWRITERS—Large selection of excellent trade-ins, for rent/lease, or for sale easy terms. NAPSCO, Berlin, Wisc., and 18 W 22 N.Y.C. 10010

ALL PRICED TO SELL Immediately—Econolit Plate Maker, standard; Tele-type setter ATF 3 and 10 pt.; Proff! Dryer, standard size; Schaefer large waxer pw 752 model; Arkay F 180 Print Dryer; Model 720 Headliner Print P.O. Box 423, West Haven, Conn. 06516, or phone (203) 933-1000.

MAILROOM

TRADE INS

Used Mueller EM10 newspaper inserting machine with 2 insert stations. Used for less than 2 years.

Used Didde-Glaser newspaper inserting machine with 2 insert stations.

Hans Mueller Corp.

72 Jericho Turnpike
Mineola, N.Y. 11501
(516) 741-1380

MATERIAL FOR SALE

SAVE MONEY on Headliner paper and litho films. Order from Nat'l. Publishers Supply (NAPSCO), Berlin, Wisc., and 18 W. 22 St., N.Y.C. 10010.

MISCELLANEOUS

HAMMOND FACTORY REBUILT Model TX-36 Automatic ThinType Glider \$1000; Model S-8 PlateShaver \$1500. Call Fred Kraft or Alex Ervin, (616) 345-7151.

TENAKILL ASSOCIATES INC. offers for sale equipment of The Morning Telegraph, New York, consisting of the following:

HOE newspaper press, 4 units, mfg. 1951, cutoff 22 1/2" inches. Equipped with double folder, end rollstands.

Linotypes: Comets, Model 31's, Model 8's, Ludwigs, Eirods, complete stereotype equipment, stones, cabinets, saws, proof presses.

May be inspected at 525 West 52nd Street, New York City, write or wire:

TENAKILL ASSOCIATES INC.
1183 West Side Avenue
Jersey City, N.J. 07306
Tel: (201) 792-6353, 792-6452

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:
PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

MACHINERY & SUPPLIES

PRESSES & MACHINERY

1967 COLOR KING—5 units, 5 roll stands, folder, warder, compressor, hoist, extras. Offset Printing Inc., 685 Laurence St., Lowell, Mass.

2 UNIT AT'S WEB OFFSET NEWS-PAPER PRESS, HAMILTON NEWELL PRINTING CO., AMHERST, MASS.

WEB PRESS TRADE-INS

II News King, 1966, Excellent \$29,000.00

II Cottrell V15A, Exceptional, 1968 \$32,000.00

III Cottrell, V15A, 1969, A-1 44,000.00

V15, 22 1/2" x 36", 1961, gear converted, top condition 20,000.00

IV Color King, 1966, reconditioned 65,000.00

All machines carry six months warranty. Price includes installation and instruction. Send for your free Econo-Web brochure: Color Decks, Perfector Presses, 4-Color CIC units. All designed and manufactured by:

WEB PRESS CORPORATION
200 S.W. Michigan Street
Seattle, Washington 98106
Call Tim York (206) 762-6770

A REAL BARGAIN

4 unit Goss HSLC No. 1506 Press, 22 1/2" cutoff—60" wide rolls, 2 separate drive systems and controls; Cutler-Hammer 100 HP, AC motor and Cline-Westinghouse 100 HP, AC motor. Tom Adams, Lexington Herald-Leader, Lexington, Ky. (606) 254-6666.

CLASSIFIED

Advertising Rates

"POSITIONS WANTED"

(Payable with order)

4-weeks \$1.10 per line, per issue
3-weeks \$1.20 per line, per issue
2-weeks \$1.30 per line, per issue
1-week \$1.40 per line.

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50¢ per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra

Do not send irreplaceable clippings, etc. in response to 'help wanted' advertisements until direct request is made for them. E&P cannot be responsible for their return.

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks \$1.60 per line, per issue
3-weeks \$1.70 per line, per issue
2-weeks \$1.80 per line, per issue
1-week \$1.90 per line.

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50¢ per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

PLEASE INDICATE EXACT CLASSIFICATION IN WHICH AD IS TO APPEAR.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.45 per agate line—\$48.30 per column inch minimum space.

WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York Time
Box numbers, which are mailed each day as they are received, are valid for 1-year.

Editor & Publisher
850 Third Ave., N.Y., N.Y. 10022
(212) 752-7050

MACHINERY & SUPPLIES PRESSES & MACHINERY

USED 1968 NEWS KING UNIT, \$12,500. 3 unit News King press. Units brand new, folder used, \$50,000. N.J. Babb (803) 583-5791.

GOSS UNIVERSAL 40-page letter press No. 107, Single width, semi-cylindrical. Five units with two color decks, and all accessory equipment, including Wood heavy duty Ponto Autoplate. Included are end-of-press roll racks, two General Electric Control Panels, 220 volt, 60 cycle and two 50 horsepower double integral motors. Entire package will be available April 1, 1973. Any reasonable offer accepted. Contact TEMPLE (Texas) TELEGRAM, Post Office Box 868, Zip 76501. Telephone (817) 778-4444, C. A. Schulz, General Manager.

MAKE OFFER—Brand new, never used conveyors:

1. 223" cutoff press plate conveyor. 110 ft. long, one 90° turn on 4 ft. radius with reversible drive. Original cost \$15,400.
2. Autoplate gravity conveyor—plate drop to floor level—17 ft. long, including a 90° turn with 32½" radius.

Phone or write Ron Linden, Observer-Dispatch, 221 Oriskany, Utica, N.Y. 13501, (315) 797-1111.

"LIKE NEW" CAN BE CONVERTED TO LETTER-FLEX. 20-page GOSS unit tubular 223" cut off with CLINE CONTROLS, 50hp and 5hp motors. Complete with curved plate caster and furnace. Flat caster and furnace. Curved router. Curved shaver. GOSS MAT former. 1800 gallon ink storage tank with pump and piping to each fountain. Can be seen in operation. Reason for sale, converted to offset. For information call (312) 671-2633, ask for Ed.

GOSS SUBURBAN 4, 5 and 7 units. COTTRELL 10 unit V-22, 2 fold-ers and drive.

COTTRELL 6 unit V-22, 1964.

COTTRELL 2 unit V-15, priced reasonably.

FAIRCHILD COLOR KING, new 1969, 4 units with imprinter, heavy duty job folder. Like-new.

URANITE QUARTER FOLDER—Will guarantee, like new. Also COLE Model 106 quarter double parallel folder with cross perforator, new in 1966.

3 UNIT MERTENTHALER PACER 6 years old. Priced reasonably.

IPEC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

STEREOTYPE

COMPLETE STEREO DEPARTMENT
Goss mat roller, Sta-Hi mat former, Goss plate perfector, Hammond plate shaver, Nolan Supercaster and Nolan Mellevator. All in excellent condition. Contact Bill Worthington, Public Opinion, 77 N. Third St., Chambersburg, Pa. 17201. Phone (717) 264-6161.

WANTED TO BUY

WE ARE LOOKING for some good used conveyor equipment (Jampol or similar) for our new mail room. We need about 20-25 feet of straight horizontal conveyor, using either rollers or belt. Contact J. F. Bertram, c/o The Times, Geneva, N. Y. 14456.

COLOR HUMPS or complete COLOR UNITS for Hoe straight-pattern double-width press, 22-3/4" cut-off, 60° stagger, either impression. Need ink rails, etc., also. Box 1646, Editor and Publisher.

3 USED GOSS MARK II, or later units. Contact Tom Adams, Lexington Herald-Leader, Lexington, Ky. (606) 254-6666.

MACHINERY & SUPPLIES WANTED TO BUY

WOOD SUPERMATIC with tenion miller, 23½" cut-off. Write, George Oxford, Box 3483, Boise, Idaho 83707.

NEWSPAPER SERVICES

PRESS ENGINEERS

INSTALLATIONS & MOVING
Special equipment, designed or built. Equipment available for sale.

Paul F. Bird
P.O. Box 1027
Sanford, Fla. 32771
(305) 668-5034

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J.—07307
(201) 659-6888

PRESS TIME AVAILABLE

PRESS-TIME AVAILABLE — Offset Press capable of printing 24 standard or 48 tabloid pages. Contact Bob Schultz (201) 647-1180, Recorder Publishing Co., Stirling, N.J. 07975.

PRIME TIME AVAILABLE NOW

Six unit Urbanite (96-tab, 48 standard pages) in new plant just off Jersey Turnpike Exit 9. Call Bill Canino, Sentinel Newspapers, (201) 254-7000.

PRESS TIME AVAILABLE on Goss Community Wednesdays and Thursdays, capable of printing 24 page standard or 48 page tabs. Contact Ron Moissinac, (201) 349-9090, Reporter Newspapers, Toms River, N.J. 08753.

Help Wanted...

ACADEMIC

TEACHING ASSISTANTSHIPS available in graduate program in journalism offering MA in journalism, Ph.D. in mass media. Applicants with news experience in newspapers or broadcasting especially desirable. Special consideration given minorities. Write Chairman, Graduate Affairs Committee School of Journalism, Michigan State University, East Lansing, Michigan 48823.

HALFTIME GRADUATE assistantships (stipend plus tuition) available to persons qualified by newspaper experience to supervise students in news laboratory while working on advanced degree in journalism. Strong academic record essential. Write Business Manager, Daily Egyptian, Southern Illinois University, Carbondale, Illinois 62901.

ADMINISTRATIVE

LABOR RELATIONS

Number 2 person with some newspaper bargaining and grievance experience. We are seeking person join our young aggressive management team in Ohio. Will be responsible for contract negotiations and day to day grievances. Excellent benefits and fine opportunity for growth. Salary commensurate with experience. Send salary requirements and complete resume to Box 28, Editor & Publisher.

EXCEPTIONAL GENERAL MANAGER opportunity with medium sized daily in Zone 5. We are one of the fastest growing groups in the country with one of the youngest management teams in the business. If you are currently a General Manager or Advertising Manager with aggressiveness and knowledge and would like to make \$50,000 per year, send resume to Box 65, Editor & Publisher.

HELP WANTED ADMINISTRATIVE

IMMEDIATE OPENINGS nationwide for General Managers, Advertising Managers and Advertising Salesmen in small, medium and large market dailies. Salary range is \$25,000 to \$100,000. Send resume to Dr. White, Box 60, Editor & Publisher. There is no fee, all replies will be acknowledged.

EXECUTIVE Vice President and General Manager for large metropolitan newspaper with daily circulation in excess of 200,000. Here's a once-in-a-lifetime opportunity for a dynamic executive interested in joining a family-owned newspaper with expansion possibilities. Individual potential as important as experience. Salary range, \$75,000 to \$100,000. Send resume in complete confidence to Dr. White, Management Consultant, Box 1924, Editor & Publisher.

ARTISTS

ART DIRECTOR for national entertainment magazine. Must be diplomatic, cheerful and able to work under pressure. Excellent opportunity. Call Mr. Ford at (212) PL 2-6677 between 10:15 and 4:15.

CIRCULATION

TWO EXPERIENCED circulation men, 1 for newspaper boy operation and 1 for adult motor routes. Growing, expanding morning and Sunday newspaper offers recognition in keeping with your ability. \$185 per week plus unusual profitable bonus arrangement. All fringes paid. Blue Cross for family, life insurance, retirement and vacation up to 4 weeks. Car furnished for business and personal use. Nice area on East Coast. Furnish complete details, personal and past experience. Box 85, Editor & Publisher.

AREA MANAGER

Aggressive circulator with the ability to increase sales and motivate 9 district managers. Only person with ideas and desire to progress with our organization should apply. Zone 1. Box 71, Editor & Publisher.

EXPERIENCED sales-oriented circulation district manager needed for progressive, 7-day Midwestern newspaper. Excellent opportunity, benefits, salary up to \$11,000 for circulator showing results. Send complete resume to Box 1929, Editor & Publisher.

SALES REPRESENTATIVE—This is an unusual opportunity for someone who wants to make a break for expanded opportunity and greater financial rewards. We are a national sales organization serving circulation departments. If you are an aggressive self-starter and like to talk "shop", let's meet. Position pays salary, commissions and full expenses and requires traveling in Chart Area 3 and 4. Box 83, Editor & Publisher.

CIRCULATION MANAGER

Here's your chance to join a young aggressive management team in Aiken, South Carolina. If you are young, 25 to 35 preferably, and willing to work hard we have the future you are looking for. Experience is desirable but not necessary, we will train the right person. Send complete resume including salary expectations to the Aiken Standard, Attention: S.A. Cothran, P.O. Box 456, Aiken, S. C. 29801.

ZONE 4 PM daily has immediate opening for CIRCULATION MANAGER—Ground floor opportunity; 105 year County Seat newspaper has been daily since May, 1971. Located in city of 22,500 adjacent to University. Public School system is strong academically—good environment to rear family. Within hours drive of metro city. Experienced, aggressive person of good character desired. Salary is open, opportunity unlimited. Send complete resume to Box 82, Editor & Publisher.

EDITOR & PUBLISHER for January 13, 1973

HELP WANTED CIRCULATION

SMALL SEMI-WEEKLY in Area 6 (Louisiana) is going daily in February 1973. This will be a 5 day PM operation. Experience as assistant circulation manager or district manager a must. This is a chance to grow with a well financed aggressive newspaper group. Send complete resume and salary requirements to Box 24, Editor & Publisher.

CITY CIRCULATION MANAGER Growing M-E-S in Midwest is looking for an experienced, aggressive circulator to take charge of city distribution. Should know district manager and independent dealer operation. Start at \$12,000 plus fringes. Immediate opening. Box 35, Editor & Publisher.

CIRCULATION MANAGER to run large scale saturation home delivery program in Zone 2, Salary \$25,000+. Please send all information in first letter. Box 1936, Editor & Publisher.

TAKE CHARGE—You will if you qualify. Circulation Director seeks experienced individual to take over operational responsibilities as Assistant Circulation Manager of fast growing Zone 2, 20,000 daily. Excellent opportunity for bright, aggressive management prospect with leadership qualities to advance. Box 18, Editor & Publisher.

ASSISTANT PLANT MANAGER —NIGHTS—

America's largest circulated Daily is seeking an experienced newspaperman to assist in the supervision of its night plant operation. Engineering or business degree plus at least 1 to 3 years circulation experience a must.

SALARY: \$15,000-\$16,000
LIBERAL BENEFITS PACKAGE

Send resume in strict confidence to:
EMPLOYMENT MANAGER

THE NEWS NEW YORK'S PICTURE NEWSPAPER

220 EAST 42nd STREET
NEW YORK, N.Y. 10017

CLASSIFIED ADVERTISING

THIS IS A NEWLY CREATED position on aggressive Zone 5, 30,000 daily. Our situation requires a self-starting sell classified in a market which is totally under-developed as well as to develop strong classified ad department for the future. Salary commensurate with experience and will include bonus. Please send resume in confidence to Box 38, Editor & Publisher. We believe this is a marvelous opportunity for the right person.

CLASSIFIED OUTSIDE SALES MANAGER

Join the classified management of one of Florida's top metropolitan dailies. We're expanding to lend management muscle to our burgeoning classified sales team.

You'll lead the sales efforts of 10 salesmen, with opportunity for additional responsibilities later.

Start with low 5 figure salary, plus bonus plan and unmatched benefit package. Earnings will grow as you grow.

If you're a successful salesman with ambitions for management or a manager with a smaller paper, then this is your chance to grab the brass ring. Write full resume to Box 90, Editor & Publisher.

HELP WANTED

CLASSIFIED ADVERTISING

HELP WANTED

CLASSIFIED ADVERTISING

WANTED ASSISTANT CLASSIFIED MANAGER who wants to step up.

You could be classified manager or assistant manager right now on a smaller daily. If you're the right person we can promise you a bright future with the progressive Syracuse Newspapers. Our classified selling staff of 35 sold 10,340,271 lines in '72—a gain of 1,182,336 lines. A future retirement could pave the way for further progress.

All replies confidential. Write:

Robert Hennessy
Advertising Director
Syracuse Newspapers

Syracuse, New York 13201

Or see me personally at the INAE convention January 21-24.

COMPOSING ROOM

WORK-UP MAN for photo composition department. Duties include supervision of keyboard operators. Experience essential. Must be able to direct personnel. Ideal opportunity for knowledgeable, capable individual. Box 6063, Providence, R.I. 02904.

DATA PROCESSING

WE NEED A SPECIAL KIND OF PROGRAMMER

Composition Applications

you have

3 yrs programming experience in 360 ALC

knowledge of Digital PDP 8/e OR

IBM 1130

and are production oriented a self starter and creatively inclined

then you might be our special kind of programmer. You'll enjoy good working

conditions and fringe benefits plus opportunities to work on new concepts in the

printing industry. The salary is open

Write Personnel Office
Southeast Media
333 E. Grace St.
Richmond, Va. 23219

An Equal Opportunity Employer

DISPLAY ADVERTISING

EXPERIENCED SALESMAN to handle key accounts. 80,000 daily in fast growing suburban northern California area. Contact Gene Lofton, Ira Costa Times, Walnut Creek, Calif. 94520.

ADVERTISING DIRECTOR

position creates opening for person is aggressive, strong on layouts, key paper with over 10,000 paid circulation and growing. Southwest Replies confidential. Write William Krueger, The Western Star, P.O. 29, Lebanon, Ohio 45036.

EXPERIENCED SALESMAN with management potential to join young England organization with two weeklies (and plans for more). Salary and benefits. Send resume to 30, Editor & Publisher.

DISPLAY ADVERTISING

CE SALES REPRESENTATIVE you have newspaper—or related publications sales experience and/or want to grow with a chain of unique weekly newspapers in Chicago area. Send us your resume in confidence. Salary, Commission plus. Box 1887, Editor & Publisher.

EXPERTISING SALES MEN, retail classified, for daily newspapers in Zones 5, 7 and 8. Send complete written resume, references to Ad Daily Assn., 100 West Monroe, Chicago, Ill. 60603.

ITOR & PUBLISHER for January 13, 1973

HELP WANTED

CLASSIFIED ADVERTISING

HELP WANTED

DISPLAY ADVERTISING

ADVERTISING MANAGER

If you're a retail or national manager or have had a heavy background in newspaper space selling...

If you think you have what it takes to manage a department in "the big..."

If you're the type that's not afraid to "roll up your sleeves" rather than be an "arm chair boss"...

Then we'd like to talk to you about joining the management team of a major Zone 2 daily where your efforts are noted and appreciated. Send resume to Box 76, Editor & Publisher.

CHICAGO—Here is your opportunity to join the General Advertising Department of one of America's finest newspapers. Rapid advancement possible for candidate with management potential. Starting income middle 20's. Resume to Box 55, Editor & Publisher.

WE CAN SHOW YOU AT LEAST \$40,000 PER YEAR INCOME within 3 years, if you have a college degree, a high energy level and learn quickly. All people in our company are under 35 years of age and currently making \$40,000 per year plus. We feel we offer the best income potential in the country with limited travel and full benefits. If you have any newspaper sales experience, send resume to Box 50, Editor & Publisher.

ADVERTISING COUNSELOR

One of the West Coast's finest dailies (27M) wants a rep with a professional approach to advertising to service automotive accounts.

Must be willing to learn, grow and earn high. Liberal pay plan, fringes. Delightful smogless community 30 miles north of San Diego near ocean, mountains and desert affords boundless recreational opportunities.

Contact Joseph Anthony, Daily Times-Advocate, 207 E. Pennsylvania Ave., Escondido, Calif. 92025. Phone (714) 745-6611.

GENERAL ADVERTISING MANAGER wanted for Michigan Metro Daily. The person we need has a degree and is currently Advertising Manager or Advertising Account Representative ready to move up. If you have an outstanding record of success and would enjoy the \$40,000 income level and opportunity for equity, send resume to Box 41, Editor & Publisher.

EDITORIAL

VACATION editor wanted to fill in for editor, Feb. 10 for 3-4 weeks. Person nearby could handle in 3-4 days a week. Times, Box 368, Willard, Ohio. 44890.

NATIONWIDE GROUP. Opportunities, all phases of newsroom operations. Send resume, references, interests. Box 29, Editor & Publisher.

NORTH FLORIDA PM in thriving city has copy desk and reporter openings. New journalism graduates or some experience. Good benefits, conditions. Confidential resume to Box 3, Editor & Publisher.

EXPANDING medium size Ohio daily has openings for a second deskman, a sports reporter and a general reporter. Applicant must have journalism degree or equivalent experience. Full range of company benefits provided. Send resume and salary requirements to Box 1916, Editor & Publisher.

CITY EDITOR

If you're energetic, aggressive and have mature news judgment, even though your career is still ascending, and if you can inspire, lead and work well with a young staff destined to achieve the best local news coverage in our semi-metropolitan area, contact us immediately. You'll never regret it. Box 91, Editor & Publisher.

HELP WANTED

EDITORIAL

COMMUNITY oriented 16M offset daily is seeking take-charge sports editor who can maintain long tradition of thorough local coverage. Writing, editing experience necessary. Ability with camera preferred. Outstanding community, fine company, Box 21, Editor & Publisher.

CONCISE EDITING our goal. We mean to deliver a tight, but clear, report 7 mornings a week and need 2 experienced editors to help us. One will work at the copy desk, the other will oversee make-up in our composing room. We're 50,000, offset and growing. Write or call: Glenn Doti, Managing Editor, The Times-Herald Record, Middletown, N. Y. 10940.

NEWS EDITOR

If you have had some experience in editing wire copy, enjoy foaming Page 1 and other pages, and would consider associating with an interesting newspaper, let us hear from you. We're in Zone 5, our circulation is under 40,000. Box 32, Editor & Publisher.

WIRE EDITOR—10,500 PM daily wants person with imagination. Good pay and fringes. Contact Mike Voelein, Editor, Independent Record, Helena, Mont. 59601 or phone (406) 442-7190.

JOIN THE EDITORIAL STAFF of JEWELERS' CIRCULAR-KEYSTONE as Managing Editor, JCK, a 104 year old magazine, is one of our 23 various trade magazines. Are you a creative writer with proven magazine and/or newspaper experience? Do you have people management skills? Forward a detailed resume including writing samples and salary expectations to: J. E. Bilson, Personnel Dept., Chilton Company, Chilton Way, Radnor, Pa. 19089. An equal opportunity employer m/f.

A challenging opportunity...

as an editor and publisher of a weekly paper in northern Maine to run the entire operation. Part of a small group of weeklies. Salary commensurate with experience. Write General Manager, Northeast Publishing Company, P.O. Box 510, Presque Isle, Maine 04769.

An Equal Opportunity Employer

PUBLICATIONS EDITOR

Professional writer/editor responsible for publishing one external monthly publication and one quarterly house organ. Must know layout, headline writing, photo cropping, and production. Individual would work in busy public affairs office and be responsible for full coordination with management team in this new position. Three to five years newspaper and house organ experience required. Send resume (samples will be appreciated) to: TRW S.A.C.—One Space Park E2/6080, Redondo Beach, California 90278.

SECOND CAREER opportunity offered to experienced newsman as editor of award-winning 3,600 circulation weekly newspaper in unique Zone 8 mountain town. Good pay, company benefits and job satisfaction. Send resume, references to Box 36, Editor & Publisher.

EDITOR/REPORTER—Experienced in all facets of reporting, editing and makeup for respected weekly typeset newsletter with statewide circulation covering Midwest (Zone 5) state capital and legislature. Responsible for political coverage and interpretive reports on wide range of state issues. Send resume, letter, samples and salary requirements to Box 1717, Editor & Publisher.

HELP WANTED

EDITORIAL

VIRGINIA PM daily has opening for experienced reporter for straight news and feature writing. Short hours, good pay. Box 1877, Editor & Publisher.

GENERAL NEWS REPORTER needed at once by 5,000 circulation daily in growing area of Western N. Y. State. A really fine opportunity to practice all around journalism. Send resume or phone (716) 792-1400 to arrange interview. Journal-Register, 413 Main St., Medina, N. Y. 14103.

EDITOR

Morning newspaper in Zone 5, over 50,000 circulation, is looking for an aggressive and creative Editor. The person we are seeking may be the managing editor, city editor or news editor on a comparable or larger newspaper—and must be comfortable with a conservative political philosophy while dedicated to unbiased, accurate and balanced reporting. Salary commensurate with background and experience. Excellent benefits. Replies will be held in strict confidence. Box 18, Editor & Publisher.

FULL TIME SPORTS WRITERS wanted for fast growing PM daily in Zone two. Good salary, fringe benefits, working conditions. Prefer experience but will consider talented beginner. Write fully, Box 1920, Editor & Publisher.

EDITOR for national entertainment magazine. Must be diplomatic, cheerful and able to work under pressure. Knowledge of how to boost newsstand sales is essential. Excellent opportunity. Call Mr. Ford at (212) PL 2-6677 between 10:15 and 4:15.

COPY EDITOR—Two years desk experience required. General news or financial background preferred. Write: John Woolley, Business Editor, Detroit Free Press, 321 W. Lafayette, Detroit, Mich. 48231.

CONNECTICUT'S FASTEST GROWING afternoon daily has immediate openings for first class deskman, general assignment reporter and sports writer. Heavy experience a must. Magazine supplement experience preferred but not essential. Opportunity to grow with a rapidly expanding news-oriented organization. Resume and clips to Box 68, Editor & Publisher.

SUBURBAN REPORTER

One of the nation's most respected newspaper groups is seeking young reporters with a future to work on its suburban newspapers in Florida.

The right person will receive an all-around education in newspapering that can be a valuable stepping-stone experience.

Under first-rate editors, you will learn how to report, use a camera, layout pages. Your career will be ahead of you, not behind you. Excellent starting salary, benefits. Box 69, Editor & Publisher.

AGGRESSIVE EDITOR capable of leading staff of large weekly publication, Zone 1. Great opportunity with an appreciative organization for one who likes a challenge. Box 64, Editor & Publisher.

ASSISTANT EDITOR for Armenian Daily and English weekly. Three years publishing experience required in both languages. Baikar Association, Inc., 755 Mount Auburn St., Watertown, Mass. 02172.

MANAGING EDITOR to edit growing Catholic diocesan weekly in booming Pacific island, where America's Day begins. Experience in Catholic newspaper management preferred but not mandatory. Write to Umatuna, Box 125, Agana, Guam 96910.

REPORTERS, DESKMEN for daily newspapers in E&P Zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

HELP WANTED

EDITORIAL

PERFORMANCE MAGAZINE is seeking professional journalist with ad experience. Interested send replies to Box 45, Editor & Publisher.

ALL-AROUND NEWSMAN — Experienced editor-reporter-photographer needed immediately for fast-growing northern Illinois bi-weekly. Good pay and liberal benefits. Send resume with salary requirements to Paul Zilly, Herald, P.O. Box 250, Crystal Lake, Ill. 60014.

REPORTER WANTED, man or woman, experienced or recent J-school graduate for prize winning Zone 4 semi-weekly. Send snapshot, tell us all and indicate salary expected. Job now open. Box 46, Editor & Publisher.

HEADED FOR THE TOP?

Yellowstone Newspapers—Two dailies, a semi-weekly and a weekly serving fabled Yellowstone River basin—need reporter-editor to train for executive position. Owners offer go-getter Big Sky fringes of pure air, pure trout waters, pure outdoor pleasure of the Yellowstone—the Land That's Still Young. Write Paul Husted, Box 665, Livingston, Mont. 59047.

STRINGERS needed for national library news magazine to provide news of library events in U.S. and Canada. Good pay. Send background, writing sample to Box 52, Editor & Publisher.

EXPERIENCED, INDEPENDENT reporter for young, bright, aggressive weekly tab. Some editing-layout ability. \$200. Resume and samples to P.O. Box 938, Lahaina, Hi. 96761.

THE CHARLOTTE OBSERVER is looking for a top-flight education reporter. Must be good writer, imaginative, aggressive in covering schools in Charlotte-Mecklenburg and the Carolinas. Consideration not limited to persons currently covering education, although keen interest in the subject is essential. Write James K. Batten, Box 2138, Charlotte, N. C. 28201.

SPORTSWRITER / PHOTOGRAPHER needed for first rate weekly newspaper. Knowledge of sports, photo processing mandatory. Excellent opportunity for a beginner. Write to John Rouse, Editor, Bowie News, Bowie, Md. 20715.

WE'RE LOOKING for that No. 1 reporter on a small daily who's willing to relocate for more opportunity and a better place to live . . . the experienced writer who has advanced to discovering ways to improve and innovate. We're an established under 50,000 morning daily in an Eastern rural urban area of 300,000 population. Send samples of your best work and a brief statement on what you would like to be doing. Write Box 1912, Editor & Publisher.

RHODE ISLAND OFFSET WEEKLY wants editor who will concentrate on hard news while supervising staff of 4 in lively area offering many challenges, including solid daily competition. We're a young group offering good salary and benefits plus excellent professional growth potential. Box 84, Editor & Publisher.

FREELANCE

FREELANCE WRITERS needed for our expanding detective magazines. We're looking for current, sensational crimes from coast-to-coast. You can find a steady market with us if you deliver. Length 3,000 to 5,000. Pay \$100 to \$200. Send completed manuscripts or queries to Dominick A. Merle, Editor, Globe Communications Corp., 1440 St. Catherine St. W., Montreal 107, Quebec.

LAYOUT/PASTE-UP

MECHANICAL LAYOUT ARTIST, experienced in producing camera-ready newspaper advertising layouts with cold-type and repro mat services. Must be capable of volume. Call Mr. Signer (813) 688-8508; or write 913 S. Florida Ave., Lakeland, Fla. 33803.

HELP WANTED

MAINTENANCE

GENERAL MAINTENANCE for metropolitan newspaper with 185,000 circulation in Zone 2. Must have mechanical and electrical background. Excellent salary and fringes. Box 1933, Editor & Publisher.

MAINTENANCE POSITION with metropolitan newspaper in Zone 2. Electrical and mechanical background. Good pay and fringe benefits. 170,000 plus circulation. Apply Box 1930, Editor & Publisher.

MAINTENANCE DIRECTOR

Area 4 large metropolitan newspaper needs qualified maintenance director to be responsible for the repair and maintenance functions of electrical machinery, air conditioning and all building maintenance. Must be knowledgeable in maintaining production equipment including Supermatics, High Speed Goss presses with Fincor drives, Cutler Hammer stackers, Sheridan inserting machines and other miscellaneous shop equipment. Some technical training beyond the high school level including electronics training. Salary \$300 per week plus fringe benefits. Confidential replies to Box 81, Editor & Publisher.

MARKET RESEARCH

MEDIA AND MARKET ANALYST

Market research company with national media clients seeks analyst with research methods — journalism / communications background. Job involves analysis of market and editorial studies. Emphasis on newspaper, magazine, radio, television and cable. Location large Midwest city in Zone 5. Send resume to Box 40, Editor & Publisher.

PRESSROOM

PRESS FOREMAN AND ASSISTANT foreman for new 6-unit Goss Ubanite. Excellent salary and benefits. Located Northern New Jersey. Looking for top qualified person and willing to pay accordingly. Call Miss Melton, collect: (201) 698-4222.

GOSS URBANITE PRESSMAN—Fully experienced to lead shift. Highest wages paid plus all fringe benefits. Young, growing plant located in northern New Jersey. Send resume to Box 89, Editor & Publisher.

CAPE COD CALLING

Excellent career opportunity for a progressive newspaper on a qualified stereotyper-pressman or individual qualified in either skill Union or eligible. Good regular equipment. Excellent program of benefits. The greatest benefit is year-round living on Cape Cod. For full information contact W. Hubert French, press-stereo foreman, Cape Cod Standard-Times, 319 Main St., Hyannis, Mass. 02601. (617) 775-1200.

ASSISTANT PRESSROOM FOREMAN for a combination shop with an 8 unit Goss Universal press. 31,000 circulation. Print 5 afternoons and Sunday morning. Excellent fringe benefits including liberal company paid retirement plan. Prefer someone who is very knowledgeable in all phases of press and stereo maintenance. Union or non-union. Located in a four college town in Zone 3.

Write full particulars in first letter, including references and phone number to Box 1932, Editor & Publisher.

HELP WANTED

PRODUCTION

MECHANICAL SUPERINTENDENT to head total production. Job requires thorough operational experience and knowledge of offset presses, capability of cold type administration, organizational ability to meet quality standards and deadlines. Production bonus and usual fringes. Give resume and salary requirements. 30 M., 7-day total in Area 3. Box 5, Editor & Publisher.

PRODUCTION MANAGER

Over 200,000 Midwest daily, one of America's most successful groups. Looking for experienced, mature leader who is strong in composing room background. Excellent salary, bonus, car furnished, fine pension plan and other benefits. Send resume to Box 1919, Editor & Publisher.

PRODUCTION MANAGER for quality conscious daily newspaper in 100-200,000 circulation market. Area 6. Chance for person on way up. Need for exposure to new technology. Confidential. Resume to Box 75, Editor & Publisher.

ASSISTANT PRODUCTION MANAGER—South Carolina AM daily 100% cold type Super Quick, experience preferred. Send resume, salary requirements to Box 48, Editor & Publisher.

PROMOTION

PROMOTION MANAGER wanted for Midwest metro daily (over 200,000 circulation). Ability to work with top management and plan long range Public Relations a must. Identity will be protected. Resume and salary requirements to Box 78, Editor & Publisher.

PUBLIC INFORMATION

FACILE WRITER with 3 to 4 years solid reporting experience needed for 1-year information project on correctional reform. Project will examine most promising reform projects in the nation, will prepare in-depth reports and will distribute them to wide range of administrators and others in the criminal justice field. Excellent working conditions. Superior salary and fringe benefits. Based in New York City. Heavy travel. This may be a spot for an outstanding journalist who wants to move into work with urban crisis issues. It is, in any event, a job for an excellent writer only. Experience with correctional issues helpful, but not essential. Will pay moving expenses. Position available immediately. Box 66, Editor & Publisher.

PUBLIC RELATIONS

PUBLIC RELATIONS

Major multinational electronics firm needs writer/editor to join PR team in Southwest. Prefer 5-10 years professional writing experience. Will be responsible for external/internal magazine and will participate in general PR duties. Writing ability a prime consideration, but we're also looking for the imagination and creative guidance necessary to produce a superior publication. Salary based on ability and experience. Pleasant environment. Company recognized for quality and integrity.

Send resume to Box 54,
Editor & Publisher

an equal opportunity employer M/F

SYNDICATE SALES

WE'RE LOOKING for a person interested in sports who already has access to, and reason for, calling on newspaper editors. This is a new and very saleable sports feature. If you cover a lot of territory and are interested in selling our feature on a commission basis, Box 47, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

QUISITION and Development Director. Knows evaluation, markets, projections, amortization programs, management. Want post with large paper group. Box 8, Editor & Publisher.

ON TO BE MBA-Financial grad 12 years solid editor-writer-experience seeks management post and with dynamic communications company, MSJ; award-winning writer business-finance background; family Box 1931, Editor & Publisher.

ERAL MANAGEMENT — Highly skilled executive experienced in all areas of group and individual newspaper-operations wants to make change. A, 49, Box 49, Editor & Publisher.

BOR COUNSELOR—Industrial Relations Director. Heavy experience last years in company negotiations, contracts, grievances, arbitrations for and medium papers. Dealt with unions. Educated Journalism, Business Administration, Law. Box 7, Editor & Publisher.

BLISHER/GENERAL MANAGER 12,000 to 30,000 daily, 20 years newspaper experience with last 10 in management. Can increase revenue cut expenses. Labor negotiations. Would like Areas 3, 4, 6 but consider area. Prefer salary with bonus on profit performance. Write 58, Editor & Publisher.

CIRCULATION

AY BE THE MAN you are looking 20 years productive experience in 8 as head of department. Age family man, college graduate and liter. Box 10, Editor & Publisher.

CULATION MANAGER, 14 years experience in all phases. Strong home very background, carrier boy, independent adults, wholesalers. Seeks 1 position with small/medium publication, No. 2 position with large publication. Box 74, Editor & Publisher.

A SUPERIOR CIRCULATOR Only young man, 27, single. Experience—Weekly saturation conversion, M.E.S. from 80 to 400,000. Dislike Manager to Director. Seeks to stigate permanent growth opportunity, solid organization. Reply Box 80, Editor & Publisher.

EAR-OLD supervisor on metro, years experience and 5 years experience as Circulation Manager on paper. Desires to be Circulation manager on medium size in Area 6. 62, Editor & Publisher.

DUCTIVE, 20 YEARS EXPERIENCE, and still in early 40's. I have a ad background in all phases of lation with experience in news from 45,000 to 500,000. Let me you my resume. Box 19, Editor & isher.

CASSIFIED ADVERTISING

SSIFIED MANAGER medium size seeks position with advancement growth potential. All locations idered. Several years management experience. Familiar all phases. Confid. Box 56, Editor & Publisher.

DISPLAY ADVERTISING

MANAGER, non-daily, seeks simi-position in southern California, and cold type, daily and non-daily. Mid 30's, excellent references, proven record, profit oriented, complete resume, Box 42, Editor & isher.

ERTISING DIRECTOR of 12,000 daily with proven record seeking or larger challenge in Zone 4. y Box 48, Editor & Publisher.

DISPLAY ADVERTISING

AD MANAGER, bachelor, 49, BJ, 24 years Southern weeklies, small dailies 9 offset. \$200 draw. Areas 3, 4 and 6. Box 1836, Editor & Publisher.

ADVERTISING MANAGEMENT

Track record in newspaper sales and management. Radio sales. Weekly, daily, hot, cold. Very promotionally minded. Seek Zone 1 publisher who wants to really move. Age 27. Sharp. Aggressive. On the ball. Degree. Married. Box 27, Editor & Publisher.

EDITORIAL

J-GRAD with plenty of sports experience available soon If you have the right job, I am the write man. Please be specific. Box 37, Editor & Publisher.

NEWS PRO, 36, BA/MA, wants to edit or report for sharp community paper in nice town; prefer West. (703) 522-3889 or write: Paul Sullivan, 3602 N. 22nd St., Arlington, Va. 22207.

NEWSWOMAN, 38, 22 years experience as copy editor and reporter, last 7 years on big city daily, seeks responsible position on medium to large newspaper. Interested in deskwork or challenging reporting-feature job. Box 15, Editor & Publisher.

RELIGION EDITOR: High qualifications. Unique background with 16 years AP service and 5 years abroad as Vatican correspondent for top U. S. Catholic paper. Have valuable worldwide contacts with church leaders of all faiths and non-believers. Would give your publication a fresh approach to religious news presentation. Box 26, Editor & Publisher.

LOS ANGELES AREA. Wide background including five years in newspapers, wire service, radio, public relations and teaching. Master's in Journalism. Seeks writing/editing or teaching position. Box 1917, Editor & Publisher.

EXPERIENCED NEWSWOMAN Copy editing, reporting. Desires job on newspaper or magazine in N.Y.C. area. Box 25, Editor & Publisher.

SEASONED REPORTER-PHOTOGRAPHER on morning daily seeks position with afternoon daily so he can see more of his wife and small children. Strong on features. Box 14, Editor & Publisher.

YOUNG (23) REPORTER, BSJ/MSJ Northwestern with part 2 years experience on PM daily covering everything from federal court to movie reviews seeks job in Zones 8 or 9 in amusements/entertainment. Resume, clips on request. Box 1918, Editor & Publisher.

YEAR END-OLD PROBLEMS? Try an award-winning editor, proven administrator and circulation builder. Integrity paramount. Areas 2, 3 or 4 preferred. Box 1872, Editor & Publisher.

EXCEPTIONAL CHANCE for newspaper with high standards to land a talented, young (32), well-educated professional newsman of varied interests and experience. This dedicated pro has reached that point where he wants to settle down and serve a progressive paper and its community. Size of paper, pay, location are secondary to the desire of the paper to live up to its potential. In return, you get a thoughtful newsman who can handle virtually everything—deskwork, editing, hard news, political writing, investigative reporting—and who likes decision-making and is capable of moving up rapidly. This pro has sought, and been given, responsibility throughout his career, covering everything from the President to police. He reads widely, especially in journalism, and brings a questioning, fair mind to work every day. He also has a sense of humor. If this fills your bill of needs, write Box 22, Editor & Publisher.

EDITORIAL

EDITOR, 49, varied experience reporting and copy desk (dailies); technical magazine and industrial editing, fiction writing. J-degree. Prefer Florida or New England. Box 12, Editor & Publisher.

DESK POSITION wanted in sports or general news. 8 years solid experience. Box 1906, Editor & Publisher.

SPORTS WRITER—Young, but experienced in all aspects. Strongest point is writing. College grad seeking new and better opportunity. Box 1907, Editor & Publisher.

ENVIRONMENTAL - GENERAL Assignment reporter, 28, with BS in environmental writing, masters in Journalism, camera ability and enthusiasm seeks work on news-oriented daily. Recently separated from Air Force, will consider position in any Zone. Gary Haden, 9½ S. 2nd, Herington, Kans. 67449. (913) 255-2622.

COLLEGE GRAD seeks entry level position with Florida daily or weekly. Will be in area for interview last of January. Call (212) 365-5868.

FEATURES/SPORTS WRITER seeks relocation Zone 5, 7, 9. BJ-degree. Layout editing experience. Now on rapidly growing Eastern daily. Prefer daily, rural area, college community. Box 51, Editor & Publisher.

SLOTMAN of 50,000 Illinois daily: age 27; BS Economics; fast, innovative; accurate; valuable reporting experience on all paper's major beats; current salary \$250 week. Box 59, Editor & Publisher.

LAYOUT/COPY EDITING or reporting, Zones 5, 7 or 8. Six years experience, MA, some photo. Available March 1. Box 57, Editor & Publisher.

VETERAN NEWSMAN seeks wire editor job Southwest. Bob Moore, 2013 Coggins, Brownwood, Tx. (915) 646-3279.

HUSBAND-WIFE TEAM; now working on 50,000 PM. Husband is slotman, business editor; wife copy editor, fine arts editor. Both young, degree, dedicated. Box 63, Editor & Publisher.

PAPER folded, so need sports job now! Experienced at everything; degree; best references. Will relocate—what's your offer? Box 80, Editor & Publisher.

TOP EDITOR—Now with major Public Relations firm. Would consider return to large or medium daily in key position. Best references. Box 88, Editor & Publisher.

NEWS EDITOR seeks similar spot. Wire service, make-up experience. Box 77, Editor & Publisher.

EDITORIAL

ENERGETIC, ASPIRING Sportswriter with BS English. College SID, 4 years pro baseball ump, 6 years in education, solid sports background, seeking spot with daily. Box 73, Editor & Publisher.

ENGRAVING

PHOTO ENGRAVING Specialist: Young (28) researcher, 7 years photo-engraving experience and allied fields; patents. 2 years extensive technical service. Seek innovative, quality conscious paper desiring management oriented photo-engraving superintendent. Relocation out of New York City area desired. Box 1903, Editor & Publisher.

LIBRARIANS

EXPERIENCED LIBRARIAN with major metro daily. Heavy research. Seeks take charge position. Zones 1-2. Box 1642, Editor & Publisher.

PHOTOGRAPHY

ONE PICTURE IS worth nothing unless it tells the story. Imaginative, prize-winning photographer. Solid experience. Box 23, Editor & Publisher.

WELL-TRAVELED photographer-writer seeks challenging job. Missouri graduate with 2 years of wire service experience. Prefer area 5 or 8. Write to Box 1896, Editor & Publisher.

PRESSROOM

PRESS SUPERINTENDENT—35 years experience all letterpress equipment, 10 years stereotype. Want to relocate. Box 16, Editor & Publisher.

PUBLIC RELATIONS

YOUNG WOMAN seeks PR job with college or university. BA, 1 year newspaper experience, reporting plus camera ability. Prefer Florida or Zone 5. Box 67, Editor & Publisher.

SEASONED PRO (12 years experience) seeks tough, permanent assignment. Credentials: program creation and execution; media relations; all publications (magazine, etc.); print purchase-production; film-tv production; ad sales-production; compelling writer—all styles; fund raising. Let me bring creative energy to your organization. Box 86, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Warts and all

How does the press convince a questioning public of the validity of its stand against the courts and their use of contempt powers to force reporters to disclose confidential sources under threat of jail sentence?

A Gallup Poll in November found that 57% of the people supported the right of newsmen to protect their sources. While 68% of those with college education agreed with the right, support diminished among others in direct proportion to the level of education. So, public support isn't as strong as it should be.

William F. Thomas, editor of the *Los Angeles Times*, notes that "one reason seems to be that we have not always explained ourselves in less than abstract terms." There have been "eloquent and penetrating" references "to the Constitution, to hallowed tradition, to the appropriate utterances of the great and famous, to the public weal," he says, "but, judging from some of our mail and public statements by a variety of spokesmen, qualified and unqualified, they do not seem to have answered all the questions."

In a recent speech, Thomas said: "When we're asked, 'How come you guys don't have to obey the judge just like everybody else?' we often come back with the Constitution. Which is valid, but not altogether convincing, since the other side is always citing the Constitution, too."

"So. Why are we so special? And how do you answer that question without the risk of sanctimony?

"One way to begin might be to admit to some imperfection. As all the world knows anyway, we have booted some beauties. So pomposity, with which we often seem to be afflicted, ill becomes us and deflects attention from our cause.

"And we do have a cause, and by we I mean all journalists, print and electronic, newspaper and magazine. Warts and all, we are your only avenue of information, for all practical purposes, except agencies and people directly involved in whatever it is you want information about.

"If you want to know what the governor did today—without us—you will have to listen to the governor himself, and his friends and opponents.

"Without us, if you want to know what happened in City Council, you will need press releases from parties involved.

"If you want to know what happened in the courtroom—without us—you must rely on the judge to explain and evaluate his own actions, and each attorney to do the same—providing the judge will permit you to hear anything at all.

"And so it goes. With all our faults, it's hard to visualize an American public that would knowingly permit the stifling of the press, whose main purpose is to inform it, however imperfectly, and leave itself in the position of making judgments based on information by press release."

Thomas mentioned some specific cases in the past where anonymous sources had provided valuable information which might not be available today under the fear

of disclosure. "Do you think this respectable man, and others like him and others not so respectable, will ever tell what they know to a newspaper again?"

The result: "We lose our sources, we spend an awful lot of time in court—not to mention money—and we would be less than human if we did not begin to get cautious. And all of this means there is an increasing number of things you are not likely to hear about in the future.

"Even large, successful newspapers are tempted now to squint carefully at stories with danger flags sticking out all over them, stories in the public interest.

"The trouble is, these would include the kind of stories that won two of the Times' Pulitzer Prizes in the past five years. At the time of the riots, can you imagine the people of Watts talking frankly with us about their troubles with the police, or educators talking candidly about the schools there, to mention only a few, if they knew we might be forced to publicly identify them?

"The same goes for the many businessmen and public officials who provided the leads for stories on the city commissions which resulted in indictments, convictions and—we hope—some changes in attitudes and procedures there."

He revealed that the Times in the last four years has fought 30 subpoenas involving its people or information and "staved off" 50 other attempts to obtain Times' material. "We have spent well in excess of \$100,000 and the rate of such spending is rising sharply," he said.

Smaller papers don't have the legal staffs or the financial resources to put up this kind of fight "and it is to their credit that more of them don't simply lie down and play dead." The chilling effect on enterprise reporting is there, Thomas implied.

Court imposed gag orders have multiplied—the system has gone awry—the public has lost control of the administration of justice to a staggering degree, he said. "Trials are now being held in secret, one of them in California. . . . Secret proceedings by another California judge moved an appellate court to com-

ment as follows: 'It is startling to see the evils of secret proceedings so proliferating . . . that the court could reach the astonishing result of committing citizen to jail in secret proceedings could contemplate inquisitorial proceedings against the newspaper reporter for reporting this commitment, and could adopt the position that the district attorney, the chief law enforcement office in the county, was prohibited on pain of contempt from advising the public that someone had been sent secretly to jail.'

The press is losing its voice and the public is losing control of its own institutions, Thomas concluded, with an appeal that the people must act to preserve their freedoms through those they elect to act for them.

What the press needs is more editor like Thomas to speak out forthrightly to public groups on this subject—not to be content to write about it in those high-toned phrases he mentioned at the start.

If the people and Congress remain mute, there is little doubt that the fees on the press will multiply and be strengthened.

Sale corrections

The *Hampton (Va.) Monitor* was inadvertently included in the December EDITOR & PUBLISHER listing of non-dailies bought and sold. The Monitor is in fact new publication, which began August 3, 1972. Charles A. Wornom and L. Harden are the publishers.

* * *

The sale of the *Fond du Lac (Wis.) Reporter* by R. K. Communications Inc., listed on page 19 of the December 30 issue as one of the newspaper transactions during 1972, was made to Thomson Newspapers Inc., and not to Thomson Newspapers Ltd., as reported. The price listed \$800,000, was for the sale of a radio station to another buyer at the same time. The price for the newspaper purchased was not disclosed.

Inaugural promotion

Kits containing printed advertising materials, promoting President Nixon's Inauguration, have been sent to 5,000 newspapers to run free as a public service. The ads were prepared by the Inaugural Committee.

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From Topeka, a UNIVAC computer story.



Glenn Billis doesn't know it as he flips *The Topeka Capital-Journal* onto a customer's porch, but he's in the middle of a technological revolution.

It started with the UNIVAC® 9000-series computers. And its name is NEWSCOMP.

Leaping ahead in production techniques is nothing new for the newspaper industry. Lithographic processes, direct printing and high-speed phototypesetting made conventional ways of setting type obsolete.

But they also created a problem: how to produce error-free input for typesetting machines, fast.

UNIVAC's NEWSCOMP System is not the first computer-oriented way to set news and advertising type. But so far, it is the most comprehensive, flexible, easy to learn and easy to use. And *The Topeka Capital-Journal* has it.

Type is set from computer storage—input by an operator at a keyboard equipped with a video screen for accuracy checks. What operators key-in is then checked by a proofreader at another keyboard-video scope station—read on the screen and corrected via the keyboard.

From then on, the computer takes over, feeding both hot-metal and phototypesetting equipment, controlling linewidth, formatting, even hyphenating.

For more information on how SPERRY UNIVAC's excellent equipment, hard work and creative worry can help you typeset your paper better, write Bill Madden, Director of Industry Marketing, SPERRY UNIVAC, P.O. Box 500, Blue Bell, Pa. 19422.

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Only when our customers succeed do we succeed.

\$10,000 reward for information leading to clean water

Preserving clean water and purifying polluted water is the goal of many Americans armed with nothing more than typewriters, cameras, pencils and pens.

These are the newspapermen and women who feel the best way to make sure our water will be clean tomorrow, is to keep it from getting dirty today.

The Scripps-Howard Foundation feels the same way. And to encourage these men and women who have been marshaling public opinion to halt the spread of pollution, The Foundation offers \$10,000 in prizes in the ninth Edward J. Meeman Conservation Awards.

Articles, photo essays and cartoons are eligible if published in a newspaper during 1972. And clean water isn't our only area of concern. Entries may deal with air, soil, forests, vegetation, wildlife, overpopulation, technology, and recycling.

Contestants are not required to enter work in a specific category. Just send a nominating letter or the coupon below along with examples of work to the 1972 Meeman Awards. The deadline for entries is February 15.

SCRIPPS-HOWARD FOUNDATION
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Nominee Name _____ Position _____

Newspaper Name _____ Publication dates _____

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